



**SCHOOL  
NUTRITION  
ASSOCIATION**  
OF NORTH CAROLINA

*Making the right food choices, together.*

***SNA-NC advocates for student success by leading the school nutrition profession.***

November 4, 2008

Dear Industry Partner,

Thank you for supporting the School Nutrition Association of North Carolina. Your support has been invaluable as together we advocate for student success by leading the school nutrition profession.

You can also support our association and the students we serve by advertising in our magazine, the Arrow. The Arrow reaches our 3,000 members three times a year as well as all of the school superintendents throughout the state. Our members include School Nutrition Directors, Supervisors and Managers, the people who buy your products and services. Please consider purchasing ad space in our professional level magazine.

Thank you again for your continued support of the School Nutrition Association of North Carolina.

Sincerely,

*Beth Palien*

Beth Palien, SNS  
President, SNA-NC



Making the right food choices, together.

# ARROW

*The Official Publication of the School Nutrition Association of North Carolina*

## SPECIFICATIONS

Printed offset on 80 lb. gloss stock. Trim size is 8.5 inches wide by 11 inches tall. Allow 1/8 inch for artwork with bleeds.

## SUBMISSION METHODS

- By CD
- Email at DBDesigndebi@aol.com

## ACCEPTABLE ELECTRONIC FORMATS

Preferred ad formats - high resolution PDF, composite JPEG or composite TIFF (Photoshop). EPS are accepted with all text converted to outlines/paths. The art production is MAC-based using the following applications: InDesign, Quark, Photoshop, Illustrator. Ads must be in a format that can be read by one of these programs. Ads must be at least 300 dpi resolution at 100% of actual size. All submissions must be accompanied by proof - color if applicable.

## COPY ACCEPTANCE

All advertising is subject to publisher's approval. Publisher reserves the right to reject advertising not in keeping with the publication's standards. Copy from previous insertions will be run if new copy is not received by closing date.

<u>Issue</u>	<u>Artwork Due</u>	<u>Publish Date</u>
Winter 08	December 15	January 5
Spring 09	March 1	April 6

## MAIL MATERIALS TO

### **DB Design & Print**

P.O. Box 68, Waxhaw, North Carolina 28173

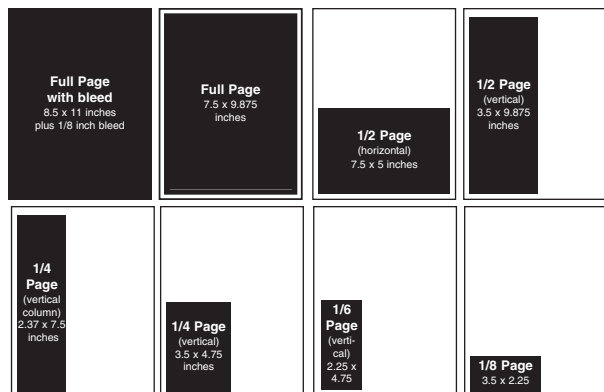
Phone: 704-843-0739 please leave message

Mobile: 704-458-3994

Fax: 704-843-0739

Email: DBDesigndebi@aol.com

**Contact: Debra Brown**



Name of Company

Street Address

City/State/Zip

Telephone

Fax

Contact Representative

## RATES

Rates are per insertion.

10% Rate Reduction for Multiple Issue Ad Insertion

One Time  Two Times Rate: \_\_\_\_\_

## ADS

	Black & White	Color
<input type="checkbox"/> Full Page with bleeds (8.5" x 11")	.....\$1019.50	..\$1219.50
<input type="checkbox"/> Full Page no bleeds (7.5" x 9.875")	.....\$979.00	..\$1179.00
<input type="checkbox"/> 1/2 Page (horizontal) (7.5" x 5.5")	.....\$579.50	...\$779.50
<input type="checkbox"/> 1/2 Page (vertical) (3.5" x 9.875")	.....\$579.50	...\$779.50
<input type="checkbox"/> 1/4 Page (regular) (3.5" x 4.75")	.....\$229.50	...\$429.50
<input type="checkbox"/> 1/4 Page (vertical column) (2.37" x 7.5")	..\$229.50	...\$429.50
<input type="checkbox"/> 1/6 Page (vertical column) (2.25" x 4.75")	..\$149.50	...\$329.50
<input type="checkbox"/> 1/8 Page (horizontal) (3.5" x 2.25")	.....\$99.50	....\$299.50

## PREMIUM POSITION RATES

Outside Back Cover - 4 Color	.....\$1629.00
Inside Front Cover - 4 Color	.....\$1449.00
Inside Back Cover - 4 Color	.....\$1449.00

## ADVERTISING CONTRACT

Terms: Rates are net; advertising agencies should add commission to the rate. Advertisers and agencies will be held jointly responsible for unpaid bills. Bills are rendered on the date of issue publication and are due upon receipt. Contracts may be terminated by either party with 60 days advance written notice.

Contact Representative Signature

Date