



**SCHOOL
NUTRITION
ASSOCIATION**
OF NORTH CAROLINA

Making the right food choices, together.

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

October 14, 2009

Dear Industry Partner,

Thank you for your support of School Nutrition Association of North Carolina. Children are our most valued asset and without you, our organization could not effectively promote student success through school nutrition. As we are aware, children cannot successfully learn and achieve if they are hungry.

We are again soliciting your support for the children of North Carolina and our association by advertising in our professional magazine, the *ARROW*. Through the *ARROW* magazine, you are able to showcase your products and services to our more than 3000 members, which include School Nutrition Directors, Supervisors and Managers. These are the persons within our organization who purchase your products and services. The *ARROW* also reaches all of the school superintendents throughout the state. Please consider purchasing ad space in our professional level magazine. *"Become a Star in Education"*.

Thank you again for your continued support of the children we serve everyday and to the School Nutrition Association of North Carolina.

Sincerely,

Deborah Davis Carpenter
President, SNA-NC



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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 browndebi@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>
Spring 2010	March 3, 2010	March 22, 2010

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: browndebi@aol.com

Contact: Debra Brown

Full Page with bleed 8.5 x 11 inches plus 1/8 inch bleed	Full Page 7.5 x 9.875 inches	1/2 Page (horizontal) 7.5 x 5 inches	1/2 Page (vertical) 3.5 x 9.875 inches
1/4 Page (vertical column) 2.37 x 7.5 inches	1/4 Page (vertical) 3.5 x 4.75 inches	1/6 Page (vertical) 2.25 x 4.75 inches	1/8 Page 3.5 x 2.25 inches

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	\$599.00	\$999.00
<input type="checkbox"/> 1/2 Page	\$299.00	\$699.00
<input type="checkbox"/> 1/4 Page	\$199.00	\$349.00
<input type="checkbox"/> 1/6 Page	\$149.00	\$299.00
<input type="checkbox"/> 1/8 Page	\$99.00	\$249.00

PREMIUM POSITION RATES

Outside Back Cover - 4 Color\$1100.00

Inside Front Cover - 4 Color....(B&W) \$799.00 .. (Color) \$1050.00

Inside Back Cover - 4 Color....(B&W) \$799.00 ...(Color) \$1050.00

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