

# TASN News

A Publication of The Texas Association for School Nutrition

## MEDIA KIT



**Our Mission:**  
**Empower the Community of School**  
**Nutrition Professionals through**  
**Partnership and Education.**



## About TASNews:

TASNews is THE source for Texas Child Nutrition Professionals. Packed with information ranging from education articles, Industry updates, legislative updates to district and chapter news. TASNews is a benefit that every TASN member finds valuable.

TASN also produces the Conference Guide. The guide is published for the Annual Conference and provides information during the event for attendees and exhibitors. Information includes the conference schedule, exhibitor listings, advertisers, sponsors, and other pertinent information.

## TASNews Purpose:

1. Communicate the issues, concerns, and programs that affect the Child Nutrition industry.
2. Recognize member achievements.
3. Offer opportunities for vendors to sell and display services and products.
4. Provide an additional instrument of education and training to members.
5. Market TASN events and programs including awards, scholarships, and trainings.
6. Provide association updates including HQ reports, Board of Directors reports, association, local, and chapter news.
7. Recruit new members and leaders
8. Provide an opportunity for the Texas Department of Agriculture and Education Service Centers to disseminate information.





# TASNews Basic Layout

## Association News

- ◇ President's Message
- ◇ Committee Updates
- ◇ Calendar of Events/Deadlines

## Education Content

- ◇ Educational Articles
- ◇ Training Schedules

## Education Service Center (ESC) & Texas Department of Agriculture (TDA)

- ◇ ESC Update/News
- ◇ TDA Update

## Featured/Highlighted Content

- ◇ Featured Articles submitted by issue

## Industry Section

- ◇ Featured Industry Article submitted by issue

Issue	Ad Submission & Artwork Deadline	Publish date
Fall	September 1	October 15
Winter	December 1	January 15
Spring	March 1	April 15
Conference	March 15	N/A
Summer	June 15	July 31

## Legislative Issues/Headlines

- ◇ Legislative Headlines
- ◇ Call to Action
- ◇ TASN PP&L Article

## Local News

- ◇ Chapter News
- ◇ District News

## Member Recognition

- ◇ New Members & Renewals
- ◇ New Certified Members, Re-certification, and Upgrades

## TASNews Featured Cycle

Fall: Community Outreach, Holiday information, Industry Committee Article, Conference Brochure, Partnership Collaboration Summit info (PCS), Call for Nominations, New Member & Certification list

Winter: Legislative/LAC Information, TASN Annual Conference, Industry Committee Article, TASN Election Bios/Pics

Spring: Proposed ByLaw Amendments, Industry Committee Article, Recap of Partnership Collaboration Summit, Election Winners

Summer: Presidents Letter, Executive Director Letter, Call for Nominations, Industry Committee Article, Meet the BOD, Conference Highlights, Award Winners

# TASNews Advertising Rates

## Color Rates

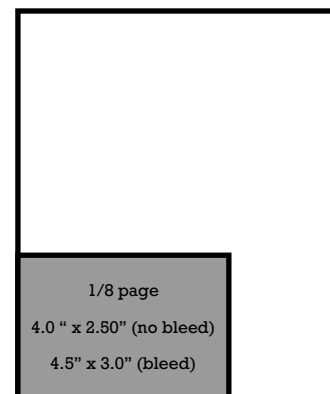
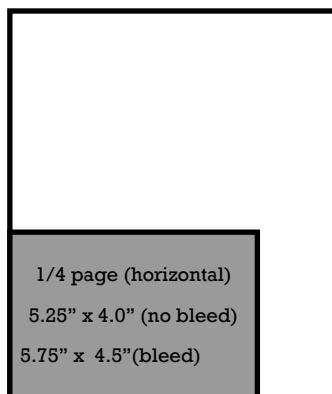
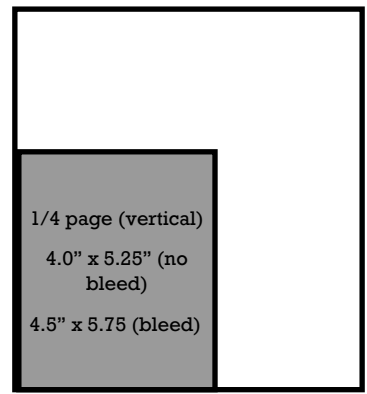
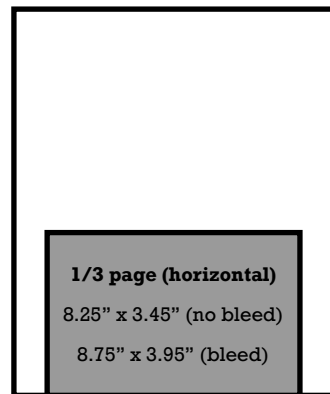
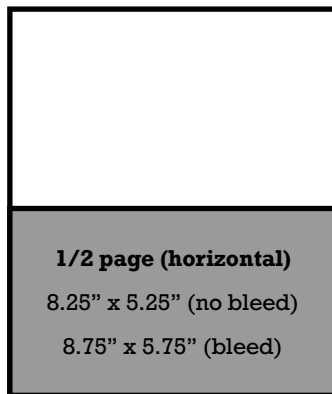
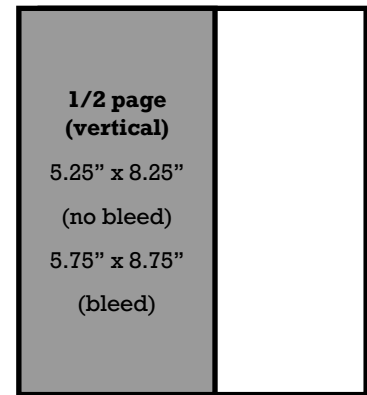
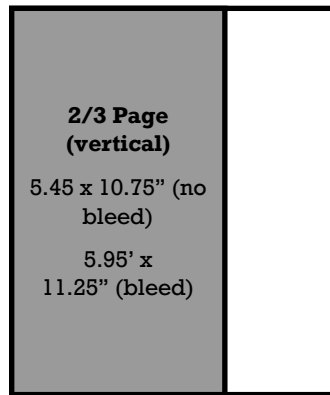
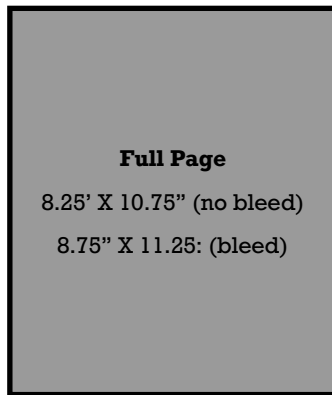
Size	1X	3X	5X*
Double Page Spread	\$3,250.00	\$3,090.00	\$2,930.00
Outside Back Cover	\$2,860.00	\$2,750.00	\$2,650.00
Inside Front or Inside Back Cover	\$2,670.00	\$2,550.00	\$2,450.00
Opposite Inside Front Cover	\$2,540.00	\$2,415.00	\$2,288.00
Opposite Index	\$2,540.00	\$2,415.00	\$2,288.00
Full Page	\$2,210.00	\$2,100.00	\$1,990.00
2/3 Page	\$1,730.00	\$1,650.00	\$1,565.00
1/2 Page	\$1,270.00	\$1,200.00	\$1,150.00
1/3 Page	\$940.00	\$890.00	\$845.00
1/4 Page	\$700.00	\$660.00	\$635.00
1/6 Page	\$540.00	\$510.00	\$480.00
1/8 Page	\$400	\$390.00	\$370.00

## Black & White Rates

Size	1X	3X	5X*
Full Page	\$1,390.00	\$1,325.00	\$1,250.00
2/3 Page	\$1,190.00	\$1,140.00	\$1,070.00
1/2 Page	\$860.00	\$810.00	\$775.00
1/3 Page	\$660.00	\$620.00	\$595.00
1/4 Page	\$490.00	\$460.00	\$445.00
1/6 Page	\$395.00	\$375.00	\$360.00
1/8 Page	\$300.00	\$280.00	\$265.00

5X\* = Four TASNews issues and one Annual Conference Guide

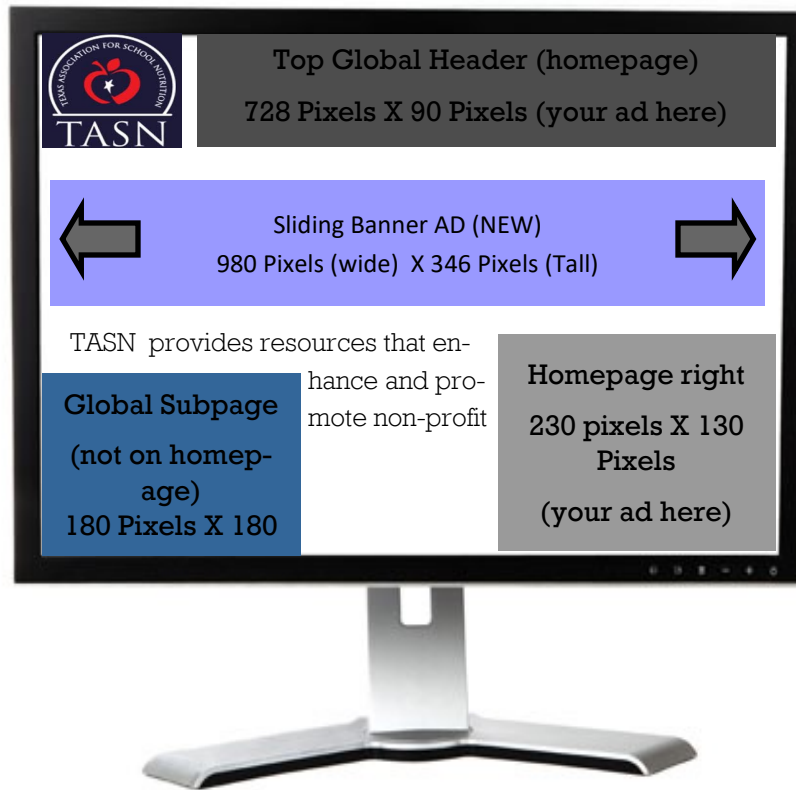
## Common Ad Dimensions and Sizes



\*Ads may be submitted in any of the following formats: Photoshop files (PSD), InDesign files (INDD), Illustrator files (AI or EPS), or high-quality, high-resolutions JPEG format 300 DPI or above.

# TASN Website Advertising Rates

## Website Ad Dimensions



\*Accepted file formats: jpg, png, or gif

## Prices

Ad Type	3 Months	6 Months	9 Months	12 Months
Top Global Header (appears	\$675.00	\$1,200.00	\$1,575.00	\$1,800.00
Homepage Right Ad	\$600.00	\$1,050.00	\$1,350.00	\$1,620.00
Global Subpage (appears on	\$650.00	\$1,150.00	\$1,500.00	\$1,700.00
Sliding Banner Ad	\$725.00	\$1,250.00	\$1,625.00	\$1,850.00

\* Pricing is for camera ready ads.



## TASN E-Blast Advertising

TASN's E-blast is a great source for communication. TASN events & news is shared **directly**, via email, with over 3,000 members.

**Place your company ad here**  
**600 Pixels wide X 160 Pixels tall**



### Happy Monday!

We hope your new school year is starting off right. A lot is happening in child nutrition around the state. Here is the latest news from TASN.

#### In This Edition:

- Call for TASN Board Nominations
- BOD Meeting
- Administration Academy
- Industry Seminar
- Scholarships and Awards Opportunities



#### TASN E-Blast Purpose:

- Share important information
- Provide TASN HQ News
- Serves as an invitation to TASN events
- Provides a variety of resources
- Reminder of deadlines for event registration, award/scholarship application, TASNews articles and more

E-Blast Pricing: \*Newsletters are sent out every other month

(1) Newsletter	\$230
(2) Newsletters	\$432
(4) Newsletters	\$806
(6) Newsletters	\$1,123
(12) Newsletters	\$2,022

\*Ads shall remain the same through duration of the contract. A \$50 fee will be applied to those who choose to change their ad.



## TASNews Ad Reservation Form

Advertising Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ TASN member #: \_\_\_\_\_

Contact #: \_\_\_\_\_ Contact email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Company phone #: \_\_\_\_\_ Company website: \_\_\_\_\_

Company product/service: \_\_\_\_\_

**Size:**

◇ 1/8

◇ 1/6

◇ 1/4

◇ 1/3

◇ 1/2

◇ 2/3

◇ Full Page

◇ Double page Spread

◇ Inside front cover \*

◇ Opposite inside front cover \*

◇ Opposite of index \*

◇ Inside back cover \*

◇ Back cover \*

\* Advertisements are on a "first come basis. Please indicate first, second, and third choice by marking 1, 3, & 3 next to the opportunities in which you are interested.

**Circle One:** Black & White or Color

**Orientation:**

Vertical

Horizontal

**Issue/Year:**

Fall: \_\_\_\_\_

Winter: \_\_\_\_\_

Spring: \_\_\_\_\_

Summer: \_\_\_\_\_

Conference Guide: \_\_\_\_\_

**Requested Placement:** (TASN will strive to meet your request but there is no guarantee that your ad will be placed in the indicated area):

◇ Association News

◇ Education

◇ Featured/Highlighted Content

◇ Legislative Issues/Headlines

◇ Local News

◇ Membership

***\*Ads shall remain the same through duration of the contract. A \$50 fee will be applied to those who choose to change their ad.***

**Please complete the form and email or fax to:**

Email: [valeried@tasn.net](mailto:valeried@tasn.net)

Fax: 512-371-0125

**\*This reservation form serves as a request and is not a binding contract. A contract will be given to the contact person to verify that all information is correct and a signature will be required.**





## TASN E-news & Website Reservation Form

Advertising Company: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ TASN member #: \_\_\_\_\_  
Contact #: \_\_\_\_\_ Contact email: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
Company phone #: \_\_\_\_\_ Company website: \_\_\_\_\_  
Company product/service: \_\_\_\_\_

***\*Please use the below to select the advertising opportunity source of your choice***

Source: E-Blast

Select Number of Newsletters:      One (Newsletter)-\$230      Two (Newsletters)-\$432  
Four (Newsletters)-\$806      Six (Newsletters)-\$1,123      Twelve: \$2,022

Select the month(s) to be featured:

1st Wed: ☐ January   ☐ February   ☐ March   ☐ April   ☐ May   ☐ June   ☐ July   ☐ August   ☐ September   ☐ October  
☐ November   ☐ December

3rd Wed: ☐ January   ☐ February   ☐ March   ☐ April   ☐ May   ☐ June   ☐ July   ☐ August   ☐ September   ☐ October  
☐ November   ☐ December

- TASN will be sending semi-monthly newsletters
- Each Newsletter offers two vendor opportunities
- With a signed contract, TASN will provide the contact person with a schedule

Source: Website

Ad Type (Circle one):      \*Homepage Top Global Header      \*Homepage Right Ad  
   \*Global Subpage      \* Sliding Banner (new)

Duration (Circle one):      3 months   6 months   9 months   12 months

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# TASN<sup>ews</sup>

Media Kit-Updated Dec. 2020



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