

TASN^{ews}

A Publication of the Texas Association for School Nutrition



OUR MISSION:

To empower and support
the community of school
nutrition professionals in
advancing the accessibility
and quality of Texas school
nutrition programs

MEDIA KIT

Updated January 2024

TASNEWS ADVERTISING

About TASNews

TASNews is THE source for Texas child nutrition professionals. Packed with information ranging from educational articles to legislative updates and chapter news, TASNews is a benefit that every TASN member finds valuable. TASNews is distributed quarterly online to more than 4,500 TASN members.

Issues Published Per Year:	4
Members Reached Each Issue:	4,500 +
School Districts in Texas Receiving Each Issue:	300+

TASNews is published digitally in two formats: as an online flipbook, providing a similar user experience as a physical magazine, and as a PDF available to download.

Providing the best customer service and offering affordable advertising are our priorities. All of our advertisers are partners and friends!

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 & Area Representative Updates
Calendar of Events/Deadlines
TASN Event Details

Local News

Chapter News
District News

Member Recognition

New Members & Renewals
Member Certifications, Recertifications, & Upgrades
Membership Drive Information

Educational Content

Educational Articles
Training & Certification Schedules

Featured/Highlighted Content

Feature articles are submitted by issue

Industry Section

Featured industry articles are submitted by issue
Industry

Legislative Issues

Legislative Headlines & Issues
TASN Public Policy & Legislative Chair Update
Call to Action

Texas Department of Agriculture (TDA)

TDA Update

TASNews Featured Cycle

Winter (January issue)

Presidents Letter, Executive Director Letter
Legislative/LAC Info
TASN Annual Conference Info
Industry Update/Article
TASN Election Bios/Pics

Spring (April issue)

Presidents Letter, Executive Director Letter
Proposed Bylaw Amendments
Industry Committee Update
TASN Election Winners
Partnership Collaboration Summit (PCS) Recap
Annual Conference Info

Summer (July issue)

Presidents Letter, Executive Director Letter
Meet the Board
Call for Nominations
Partnership Collaboration Summit (PCS) Info
Award Winners
Industry Update/Article

Fall (October issue)

Presidents Letter, Executive Director Letter
Community Outreach
Industry Update/Article
TASN Annual Conference Info
Partnership Collaboration Summit (PCS) Info
New Certifications and Members

TASNews Editorial Calendar

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

TASNews Advertising Rates

Full Color Rates

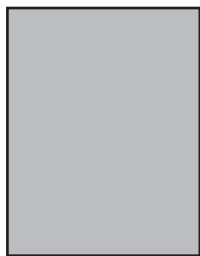
Ad Size	Advertise 1x <i>cost per issue</i>	Advertise 2x <i>cost per issue</i>	Advertise 4x <i>cost per issue</i>
Double Page Spread (two full pages)	\$3,250	\$3,090	\$2,930
Full Page - Inside Front Cover	\$2,670	\$2,550	\$2,450
Full Page - Opposite Inside Front Cover	\$2,540	\$2,415	\$2,288
Full Page - No Placement Preference	\$2,210	\$2,100	\$1,990
2/3 Page	\$1,730	\$1,650	\$1,565
1/2 Page	\$1,270	\$1,200	\$1,150
1/3 Page	\$940	\$890	\$845
1/4 Page	\$700	\$660	\$635
1/6 Page	\$540	\$510	\$480
1/8 Page	\$400	\$390	\$370

Black and White Rates

Ad Size	Advertise 1x <i>cost per issue</i>	Advertise 2x <i>cost per issue</i>	Advertise 4x <i>cost per issue</i>
Full Page	\$1,390	\$1,325	\$1,250
2/3 Page	\$1,190	\$1,140	\$1,070
1/2 Page	\$860	\$810	\$775
1/3 Page	\$660	\$620	\$595
1/4 Page	\$490	\$460	\$445
1/6 Page	\$395	\$375	\$360
1/8 Page	\$300	\$280	\$265

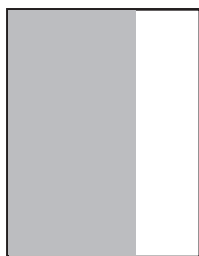
*5x = issues and one Annual Conference Guide

Common Ad Dimensions and Sizes



Full page

8.25" x 10.75" (no bleed)
8.75" x 11.25" (with bleed)



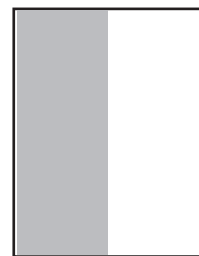
2/3 page (vertical)

5.45" x 10.75" (no bleed)
5.95" x 11.25" (with bleed)



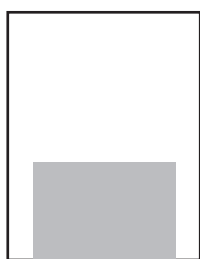
1/2 page (horizontal)

8.25" x 5.25" (no bleed)
8.75" x 5.75" (with bleed)



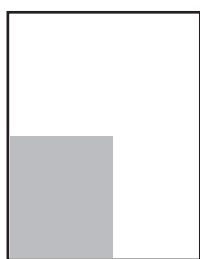
1/2 Page Vertical Island

5.25" x 8.25" (no bleed)
5.75" x 8.75" (with bleed)



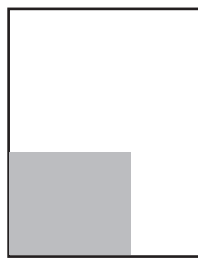
1/3 page (horizontal)

8.25" x 3.45" (no bleed)
8.75" x 3.95" (bleed)



1/4 page (vertical)

4.0" x 5.25" (no bleed)
4.5" x 5.75" (bleed)



1/4 page (horizontal)

5.25" x 4.0" (no bleed)
5.75" x 4.5" (bleed)



1/8 page (horizontal)

4.0" x 2.50" (no bleed)
4.5" x 3.0" (bleed)

For questions about other ad sizes and dimensions, please contact us at info@tasn.net.

Advertising Files

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-resolution JPEG or PNG, **300 DPI** or above.

Ad Reservation

For more information, please contact:

info@tasn.net

phone: (512) 371-0087

fax: (512) 371-0125

WEBSITE ADVERTISING

About TASN.net

TASN.net is the online resource for current and prospective TASN members. The website contains important association information, from governing documents to our board of directors pages, along with information about upcoming conferences and events, election information, sponsorship and exhibiting opportunities, and education/certification updates. Our 5,000+ members use the website to check membership status, view job listings, find certification and training schedules, and register for events. TASN.net typically has more than 10,000 page views per month.

Website Ad Dimensions



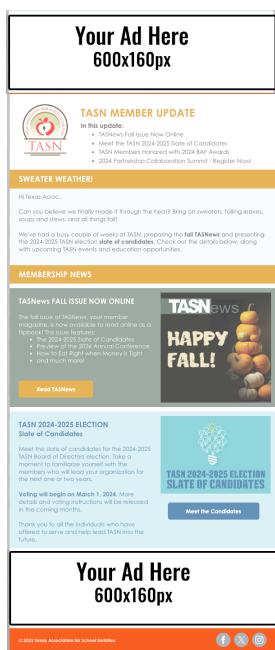
Website Ad Rates

Ad Type	3 Months	6 Months	9 Months	12 Months
Top Global Header Ad (appears on all pages)	\$675	\$1,200	\$1,575	\$1,800
Homepage Right Ad	\$600	\$1,050	\$1,350	\$1,620
Global Subpage Ad (appears on all pages except homepage)	\$650	\$1,150	\$1,500	\$1,700

EMAIL ADVERTISING

About TASN E-Newsletters

TASN sends monthly e-newsletters directly to its 5,000+ members with updates about TASN events, HQ news, member news & reminders, certification updates, and more. TASN's targeted member e-newsletters have on average a **44% open rate** and a **4% click rate**, well above the nonprofit industry rates of 37% and 1%, respectively. Your ad will be placed at the top or bottom of the e-newsletter.



E-Newsletter Ad Rates

Number	Cost
1 Newsletter	\$230
2 Newsletters	\$432
4 Newsletters	\$806
6 Newsletters	\$1,123
12 Newsletters	\$2,022

Artwork must remain the same for entire ad contract. A \$50 fee will be applied for any artwork changes.

TASN EVENT ADVERTISING & SPONSORSHIP

TASN offers advertising at its Annual Conference through sponsorship packages, which offer a variety of ways to market to attendees at many price points. With an average of over 1,200 attendees and 850 vendors, The TASN Annual Conference is the second largest school food show in the nation. It's an excellent opportunity to get your company noticed by hundreds of K-12 decision makers.

Reach out to us with any sponsorship questions and to receive our most up to date sponsorship and exhibitor information:

info@tasn.net
512-371-0087

TASNews Ad Reservation Form

SECTION A: ADVERTISER INFORMATION

Advertising Company:	Agency (if applicable):
Contact Name:	
Address:	
City/State:	Zip:
Phone:	Company Website:
Email:	
Company Category or Product/Service:	

SECTION B: SELECT ISSUE(S) FOR WHICH YOU WANT TO ADVERTISE

<input type="checkbox"/> Winter (January) Issue Year:	<input type="checkbox"/> Spring (April) Issue Year:	<input type="checkbox"/> Summer (July) Issue Year:	<input type="checkbox"/> Fall (October) Issue Year:
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SECTION C: SELECT AD SIZE & PLACEMENT

TASNews ads are first-come, first-served. Please write a 1, 2, or 3 next to the desired ad opportunities.

___ Double Page Spread (two full pages)	___ 1/2 Page
___ Full Page - Inside Front Cover	___ 1/3 Page
___ Full Page - Opposite Inside Front Cover	___ 1/4 Page
___ Full Page - No Placement Preference	___ 1/6 Page
___ 2/3 Page	___ 1/8 Page

PLEASE CIRCLE ONE:

FULL COLOR AD
BLACK & WHITE AD

INDICATE ANY PLACEMENT REQUEST BELOW:

PLEASE COMPLETE THE FORM AND EMAIL OR FAX TO:

Email: info@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.



Website & E-Newsletter Ad Reservation Form

ADVERTISER INFORMATION

Advertising Company:

Agency (if applicable):

Contact Name:

Address:

City/State:

Zip:

Phone:

Company Website:

Email:

Company Category or Product/Service:

WEBSITE AD RESERVATION

AD Type: (Circle One)

Homepage Top Global Header

Homepage Right Ad

Global Subpage

Ad Duration: (Circle One)

Three Months

Six Months

Nine Months

Twelve Months

Preferred Start Date:

Preferred End Date:

E-NEWSLETTER AD RESERVATION

Number of E-Newsletters:

___ One (\$230)

___ Two (\$432)

___ Four (\$806)

___ Six (\$1,123)

___ Twelve (\$2,022)

**Select Month(s) to be
Featured:**

___ January

___ February

___ March

___ April

___ May

___ June

___ July

___ August

___ September

___ October

___ November

___ December

PLEASE COMPLETE THE FORM AND EMAIL OR FAX TO:

Email: info@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.