

**NYSDA BULLETIN & WEB SITE  
ADVERTISING / PUBLICATION  
GUIDELINES**

All print advertisers must submit black and white camera-ready copy or black and white camera-ready negatives. E-Mail copy for web ads is acceptable.

Mail contract and advertising copy to:  
NYSDA  
PO Box 30953  
New York, NY 10011

Payment must accompany the order. Checks should be made payable to the New York State Dietetic Association.

The New York State Dietetic Association adheres to federal, state and where applicable, local laws regarding discrimination on any basis. The Association urges advertisers to review their advertising copy to ensure compliance with NYSDA's policy. NYSDA reserves the right not to publish any advertisement, the nature or content of which the Association considers, in its sole judgement, to be discriminatory or otherwise unacceptable.

**COPY APPROVAL POLICIES**

The New York State Dietetic Association reserves the right to evaluate all statements in advertisements and to refuse to accept any copy that does not conform to NYSDA policy or its philosophy. This applies to new advertisers as well as those who have previously advertised in the *Bulletin* or on the web site.

1. Statements of properties, performance, nutrient values, beneficial results, etc., of products should be such that they can be verified by adequate data available in the literature or submitted from a reputable laboratory.

2. There shall be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted proven facts.

3. Supporting documentation verifying claims must be submitted to the publisher upon request before an advertisement will be accepted for publication.

4. Advertisements for special purpose foods must include a list of ingredients and the quantitative nutritional analysis of the product or offer to supply this information on request. If the advertiser elects to state the nutrition value in terms of RDAs or DRVs, as well as the quantitative nutrition analysis, current federal regulations governing nutrition labeling should be followed or this information should be offered on request.

5. The Association does not accept advertising copy that includes names, professional affiliations, and/or photographs of professional and supporting personnel in management and supervisory positions except in the following instances:

a. Individuals regularly employed by the advertiser and whose names, affiliations and/or photographs are used only in the ethical promotion of products of their respective employer.

b. Individuals whose names, affiliations and/or photographs are used in connection with advertisements of books of which they are the authors.

c. Those individuals whose names as authors are included in excerpts from books or periodicals included in an advertisement.

6. To promote consistency, dietitian should be spelled with a "t", not a "c" in all advertising copy, i.e., "dietitian", and not "dietician".

**ADVERTISING POLICY**

All advertising must be camera ready and be received by NYSDA before the closing date. All advertising copy is subject to the approval of the Editor.

NYSDA reserves the right to reject any advertising copy that does not meet the approval of the editor.

Upon publication, the advertising agency or company ordering the advertisement will receive a copy of the publication containing the ad. A link to web advertising will be e-mailed to the customer.

No cancellations will be accepted after the closing date for copy. When new copy is not received by the deadline date, copy from previous issues will be repeated. Failure to notify of cancellation will result in full cost of the insertion being billed to the advertiser.

**CONTRACT for ADVERTISING in the  
NYSDA BULLETIN/NYSDA Website:**

I have read and agree to abide by the stated  
Advertising/Publication Guidelines.

Agreed to and accepted on this date:  
\_\_\_\_\_, 200\_\_

Authorized signature:  
\_\_\_\_\_

Name of agency/business:  
\_\_\_\_\_

Contact person:  
\_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_

Fax: (\_\_\_\_\_) \_\_\_\_\_

E-mail address:  
\_\_\_\_\_

Check one:

- Single issue       2 Months Web Site  
 Two issues  
 Three issues

Ad size:

- Full page  
 1/2 page  
 1/4 page  
 1/8 page

Advertisement to appear in which issue(s)?

- Summer / Fall  
(Copy Deadline – July 1)  
(Publication Date – Aug. 30)  
  
 Winter / Spring  
(Copy Deadline – Dec. 15)  
(Publication Date – Feb 28)

Web Advertising copy may be sent via e-mail to  
webmaster@eatrightny.org

**ADVERTISING RATES**

Ad Sizes

- Full Page (7 3/4" x 10")  
1/2 Page (7 3/4" x 4 7/8")  
1/4 Page (3 5/8" x 4 7/8")  
1/8 page (3 5/8" x 2 1/8")

| <u>Ad Size</u> | <u>Number of issues</u> |            |              |
|----------------|-------------------------|------------|--------------|
|                | <u>One</u>              | <u>Two</u> | <u>Three</u> |
| Full           | \$350                   | \$675      | \$975        |
| 1/2            | \$200                   | \$375      | \$525        |
| 1/4            | \$125                   | \$200      | \$300        |
| 1/8            | \$ 75                   | \$125      | \$150        |

NYSDA members who are principals of a  
business that advertises pay 60% of the  
full price.

Make check payable to:  
NYSDA  
PO Box 30953  
New York, NY 10011

Questions? Call 212-691-7906  
E-mail: bbclbny@earthlink.net