



Illinois NEWSGRAM

2021 Advertising Rates



As an ILSNA industry member.....your main goal is to connect with Illinois School Nutrition Association food service professionals.....let the **NewsGram** help you **hit your goal** every time by advertising in the association quarterly publication.

ILSNA's **NewsGram** is a select publication that specifically targets Illinois school personnel. Presented quarterly, this publication contains articles, photographs and advertisements emphasizing school food service, health, industry trends, nutrition, professional development, safety and sanitation, and technology.

Circulation includes district directors, managers, supervisors, and cafeteria employees. The **NewsGram** reaches those who are directly responsible for the purchasing decisions in their school district.

Millions of students in Illinois participate in school breakfast, lunch and summer feeding programs. Reaching a target population that feeds these students daily is one of the most cost-effective means of advertising.



Advertising in the **NEWSGRAM** is open to all Corporate Members.

Order your NewsGram ad today!





Advertising Rate Information

- **NewsGram** will be available **electronically** two times per year **October and March**. Printed copies will be distributed two times per year **December and May**.
- The **NewsGram** is circulated to all members and industry partners of the Illinois School Nutrition Association, representing thousands of students in Illinois. Copies of the NewsGram are also available at all Association events and function.
- The magazine format provides an excellent print medium for ILSNA to communicate with their members and also a superior medium for Industry to reach the Illinois School Food Service Market.
- **To place an ad in the NewsGram... Advertisers must be an ILSNA Member.**

Ad Specifications

Advertising materials will be accepted in **Black/White and Color** as PDF, EPS, JPG or TIF files. Publisher accepts no responsibility for errors resulting from materials not supplied to the specifications mentioned above.

Full Page	7.5" Wide x 10" Tall
Full Page Inside/Back Cover	7.5" Wide x 10" Tall
1/2 Page Horizontal	7.5" x 4" 1/2 Page
1/2 Page Vertical	4" X 10" 1/2 Page

Rates

Ad Size	Corporate Member	Silver or Gold Corporate Members
Full Page/Black & White Full Page/Color	\$550 per issue \$800 per issue	\$275 per issue \$387.50 per issue
Full Page - Inside Cover/Color or BW Full Page- Back Cover/Color or BW	\$850 per issue	\$410 per issue
1/2 Page - Horizontal	\$350 per issue	\$185 per issue
1/2 Page - Vertical	\$350 per issue	\$185 per issue

****Gold Level Members receive 4 complimentary 1/2 page ads during the year.****

**Full Page
B/W or Color
7.5 x 10 in.**

**1/2 Page
Horizontal
7.5 x 4 in.**

**1/2 Page
Vertical
4 x 10 in.**

**Full Page
Inside Front or
Back Cover
B/W or
Color Ad
7.5 x 10 in.**



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Deadlines

Issue	Order Deadline	Artwork Deadline
Winter – March 2021	February 13, 2021	February 13, 2021
Spring – May 2021	April 10, 2021	April 22, 2021
Summer – October 2021	September 11, 2021	September 20, 2021
Fall – December 2021	November 13, 2021	November 18, 2021

Request for Advertising

Company: _____

Contact: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone Number: _____ Email: _____

Please indicate the number of ads per issue	Full Page				Inside Front/Back Cover Color		1/2 Page – B/W Horizontal		1/2 Page – B/W Vertical		10% Discount when placing ad in all 4 issues
	B/W		Color		Corp. Mem.	S/G Mem.	Corp. Mem.	S/G Mem.	Corp. Mem.	S/G Mem.	
	Corp. Mem.	S/G Mem.	Corp. Mem.	S/G Mem.							Total Due
	\$550	\$275	\$800	\$387.50	\$850	\$410	\$350	\$185	\$350	\$185	
Summer											
Fall											
Winter											
Spring											

Check # _____ Enclosed, amount \$ _____

Credit Card

If making payment by credit card, someone from the office will contact you to receive your payment.

Mail form and payment to Illinois School Nutrition Association,
PO Box 7317, Springfield, IL 62791

Email artwork to: lthrewitt@iasbo.org