



American Society for Nutrition (ASN)

***New*—ASN eNewsletter**

The Journal of Nutrition—1

The American Journal of Clinical Nutrition—2

2009

Advertising Media Kit



About ASN

The American Society for Nutrition (ASN) is a non-profit organization dedicated to bringing together the world's top researchers, clinical nutritionists, and industry to advance our knowledge and application of nutrition for the sake of humans and animals. Our focus ranges from the most critical details of research and application to the broadest applications in society, in the United States and around the world.

ASN's Mission

To develop and extend knowledge of nutrition of all species through fundamental, multidisciplinary, and clinical research; facilitate contact among investigators in nutrition, medicine, and related fields of interest; support the dissemination and application of nutrition science to improve public health and clinical practice worldwide; promote graduate education and training of physicians in nutrition; provide reliable nutrition information to those who need it; and advocate for nutrition research and its application to development and implementation of policies and practices related to nutrition.

ASN's Members

ASN's membership of over 3,600 scientists and practitioners continues to grow daily. Founded in 1928, the Society has membership rolls that read like a "Who's Who" in the field of nutrition research. Founding members included E.V. McCollum and E.L.R. Stokstad. Society members have received Nobel prizes, appointments to the National Academy of Sciences, and many other prestigious honors. ASN members have broken ground in research and practice and continue to serve as trailblazers across the world.

ASN Sustaining Member Program

Partner with ASN and benefit from print and online exposure, annual meeting benefits, and more. For details, please visit www.nutrition.org or contact ASN at marketing@nutrition.org. For special advertising opportunities for sustaining members, contact FASEB AdNet (adnet@faseb.org or 301-634-7157).

Publisher

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Ph: 301-634-7050 Fax: 301-634-7892
marketing@nutrition.org www.nutrition.org

Snapshot of Advertising Opportunities

eNewsletter Ads—NEW
Banner Ads
Inline Ads
eTOC Ads
TOC Packages
Print Ads
Bonus Meeting Issues

Recruitment Advertising

The Journal of Nutrition and *The American Journal of Clinical Nutrition* accept recruitment advertising. Position openings, fellowship opportunities, conference announcements, etc., can be run as display ads in any of the ASN print publications listed. Same sizes and prices apply for product and recruitment ads unless otherwise noted. Formatting is available for print ads. The formatting rates are \$275 for a full page, \$175 for a half page, and \$150 for a quarter page. Recruitment ads can also run in email alerts, as banner ads on journal sites, and on the ASN website. Online display advertising design is now available. Contact FASEB AdNet for online design/formatting rates (adnet@faseb.org or 301-634-7156).

Bonus Distributions

The Journal of Nutrition and *The American Journal of Clinical Nutrition* will have bonus distribution at Experimental Biology, American Dietetic Association, Annual Biomedical Research Conference for Minority Students, and all meetings at which ASN exhibits or sponsors (including various government summits and international congresses). For details and a full schedule of meetings, contact FASEB AdNet (adnet@faseb.org or 301-634-7157).

New Opportunity

ASN eNewsletter: An opportunity for advertisers to promote their offerings directly to readers' inboxes. Contact FASEB AdNet for details (adnet@faseb.org or 301-634-7157).

Advertising Sales

FASEB AdNet
9650 Rockville Pike • Bethesda, MD 20814
Product Sales: 800-43FASEB, ext. 7157 or 301-634-7157
Recruitment Sales: 800-43FASEB, ext. 7156 or 301-634-7156
Fax: 301-634-7153
adnet@faseb.org www.faseb.org/adnet



The Journal of Nutrition Published in print since 1928 and online since 1997, *The Journal of Nutrition (JN)* is the first journal created solely for the publication of nutrition research. *JN* is one of the most widely read journals in its field. With an impact factor of 3.8, it ranks seventh out of the 53 journals in *JCR's* nutrition and dietetics category and third out of the research journals in the same category. Contents include peer-reviewed research covering all aspects of experimental nutrition including nutrient requirements, clinical nutrition, community and international nutrition, and nutritional biochemistry. The electronic version of *The Journal of Nutrition* receives over 2.5 million hits a month! The online journal features searchable full-text articles, contents alerting services, RSS feeds, and enhanced international access. Put your ad online with the most widely read journal in nutrition.



<http://jn.nutrition.org>

Statistics:

Web Hits (avg. per month): 2,594,336
 eTOC Registered Users: 14,925
 TOC Page Views (avg. per month): 5,209

Print Circulation: 2,000
 Editor: A. Catherine Ross, PhD

Readership

The journal's international readership consists primarily of research scientists, physicians, dieticians, and industry representatives who are professionally active in the field of nutrition.

Issuance/Closing Dates

The Journal of Nutrition (JN) is published monthly and mailed in polybags. Issues close 35 working days before the issue month.

Bonus Distribution

Experimental Biology, American Dietetic Association, Annual Biomedical Research Conference for Minority Students, and all meetings at which the American Society for Nutrition (ASN) exhibits or sponsors (including various government summits and international congresses). For details and a full schedule of meetings, contact FASEB AdNet (adnet@faseb.org or 301-634-7157).

Banner Ads

Our banner ads have doubled in size! Your 468 x 60 pixel .gif with link to your website will rotate throughout the journal site including search pages and article pages!

Inline/Premium Ads

This option includes the banner PLUS hyperlinks at references to your company name in the text of articles. This option allows you to be literally at the readers' fingertips when and where your products are specified.

eTOC Ads

Electronic tables of contents (eTOC) of each issue are emailed to registered users. There are two advertising options (top and bottom placements) on the eTOC alerts. Choose from the two following options. TOP BANNER: Place a banner ad (468 x 60 pixels) at the top of the eTOC alerts that includes a link to your website. BOTTOM TEXT: Place up to 4 lines of text (62 characters per line) and a link to your website at the bottom of the eTOC alerts. Add a logo to your bottom text ad for extra impact!

TOC Package

Tables of contents (TOC) of each issue are emailed to registered individuals. Sponsor one of these alerts and the corresponding TOC page on the journal site. Your banner ad (468 x 60) will appear at the top of the eTOC email and your online display ad (195 x 195) will appear on the TOC page for the chosen issue. Add a full-page, 4-color, opposite TOC ad in the print edition for full TOC coverage!

ASN Publisher Online Package

Purchase a banner ad on the 2 ASN publication sites for \$9,774/year or purchase a banner and inline ad on the 2 ASN sites for \$14,172/year.

JN Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.	CPM/V*
Banner	\$ 860	\$2,064	\$3,612	\$6,192	\$0.33
Premium	\$1,247	\$2,993	\$5,237	\$8,978	\$0.48
eTOC Top:	\$1,063/issue				\$0.06
eTOC Bottom:	\$425/issue. Add logo for \$100				\$0.03
TOC Pkg:	\$1,400/issue				\$0.07
Add 4-color print ad (Opp TOC) for \$1,510 (a 35% discount!)					

*Banner and Premium CPMs are cost per thousand hits. TOC CPVs are cost per view based on registered users and TOC views.

JN Print Rates

	1x	3x	6x	12x	24x
Full Page	\$1,320	\$1,185	\$1,135	\$1,055	\$ 875
1/2 Page	\$ 785	\$ 705	\$ 665	\$ 635	\$ 460
1/4 Page	\$ 470	\$ 425	\$ 400	\$ 385	\$ 235

Color charges add: \$415 standard, \$495 matched, \$1,095 3- and 4-color.

Premium positions add: Cover 2 (25%), Opp TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).

For product sales call 800-43FASEB, ext. 7157
 For recruitment sales call 800-43FASEB, ext. 7156
adnet@faseb.org www.faseb.org/adnet



The American Journal of Clinical Nutrition *The American Journal of Clinical Nutrition (AJCN)* is the highest ranked peer-reviewed journal in nutrition and dietetics. The primary focus of the *AJCN* is the publication of basic and clinical studies relevant to human nutrition. The *AJCN* publishes original research contributed by scientists throughout the world, editorials, special articles, meeting reports, book reviews, letters to the editor, and a calendar of events. *AJCN's* impact factor of 6.6 ranks it first among 36 peer-reviewed journals in ISI's Nutrition category. *AJCN Online* is the electronic version of *The American Journal of Clinical Nutrition* and receives over 3 million hits per month! The online journal features searchable full-text articles, contents alerting services, and enhanced international access.



<http://ajcn.nutrition.org>

Statistics:

Web Hits (avg. per month): 3,133,905
 eTOC Registered Users: 20,325
 TOC Page Views (avg. per month): 17,041

Print Circulation: 3,700
 Editor-in-Chief: Dennis M. Bier, MD

Readership

The journal's international readership consists of research scientists and practicing physicians. Areas of related interest include gastroenterology, exercise and nutrition, pediatric nutrition, obesity, cardiology, related geriatrics, and orthopedics.

Issuance/Closing Dates

AJCN is published monthly and mailed in polybags. Issues close 35 working days before the issue month.

Bonus Distribution

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AJCN Online Rates

	1 mo.	3 mo.	6 mo.	12 mo.	CPM/V*
Banner	\$ 950	\$2,280	\$3,990	\$6,840	\$0.30
Premium	\$1,378	\$3,306	\$5,786	\$9,918	\$0.44
eTOC Top:	\$1,250/issue				\$0.06
eTOC Bottom:	\$500/issue. Add logo for \$100				\$0.02
TOC Pkg:	\$1,750/issue				\$0.05
Add 4-color print ad (Opp TOC) for \$1,660 (a 35% discount!)					

*Banner and Premium CPMs are cost per thousand hits. TOC CPVs are cost per view based on registered users and TOC views.

AJCN Print Rates

	1x	3x	6x	12x	24x
Full Page	\$1,535	\$1,370	\$1,300	\$1,220	\$1,030
1/2 Page	\$ 915	\$ 830	\$ 775	\$ 735	\$ 575
1/4 Page	\$ 545	\$ 505	\$ 470	\$ 440	\$ 295

Color charges add: \$415 standard, \$495 matched, \$1,095 3- and 4-color.

Premium positions add: Cover 2 (25%), Opp TOC (25%), Cover 3 (15%), Cover 4 (40%). All others (10%).

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