

# Canadian Society of Nutrition Management Media Guide



**Reach Canada's Growing Nutrition  
Management Industry!**



**Food Service & Nutrition Magazine  
CSNM.ca Website Advertising  
Audience Retargeting**

FOR MORE INFORMATION, PLEASE CONTACT:

**NAYLOR**   
ASSOCIATION SOLUTIONS

**CSNM**  
Canadian Society of  
Nutrition Management



## Who We Are

The **Canadian Society of Nutrition Management (CSNM)** is Canada's only national, professional association for nutrition managers. Today's nutrition managers are challenged by the nutrition industry's emphasis on **cost control, quality assurance, accreditation, and safe food handling.**

The CSNM represents nearly **2 out of 3 nutrition managers** across Canada, and our members can be found in every aspect of food service from food production facilities, long term care homes, and much more!

## Facts



**Food Service & Nutrition** quarterly magazine has a print circulation of nearly 5,000 copies, and a digital distribution of over 3,200 copies.



CSNM Members source hundreds of millions of dollars worth of products and services annually for their facilities and organizations.

## Stand Out With CSNM Communications

**Food Service & Nutrition** print and digital quarterly magazine is distributed to **100% of CSNM members**, and to those directly involved in food production, service and nutrition across Canada. Our members also access our website, CSNM.ca regularly for up-to-date information! **Our readers both influence and make the purchasing decisions for:**

- Food service in hospitals
- Assisted living centres
- Schools
- Retirement homes
- Long term care homes
- Government departments
- Commercial catering operations
- Private practice
- Dietician
- Public and community health



### Food Service & Nutrition

Quarterly Magazine

[www.naylornetwork.com/csn-nxt](http://www.naylornetwork.com/csn-nxt)

### AUDIENCE RETARGETING

Use CSNM's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.



### CSNM.ca Website Advertising



Canadian Society of  
Nutrition Management

**NAYLOR** ➤  
ASSOCIATION SOLUTIONS

# Food Service & Nutrition

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50

Position Guarantee: 15% Premium

Full-Color Rates	1x	2x	3x	4x
Double Page Spread	\$ 2,789.50	\$ 2,589.50	\$ 2,369.50	\$ 2,089.50
Outside Back Cover	\$ 2,729.50	\$ 2,569.50	\$ 2,379.50	\$ 2,149.50
Inside Front or Inside Back Cover	\$ 2,569.50	\$ 2,409.50	\$ 2,219.50	\$ 1,989.50
Full Page	\$ 2,309.50	\$ 2,149.50	\$ 1,959.50	\$ 1,729.50
2/3 Page	\$ 2,089.50	\$ 1,939.50	\$ 1,779.50	\$ 1,569.50
1/2-Page Island	\$ 1,879.50	\$ 1,749.50	\$ 1,599.50	\$ 1,409.50
1/2 Page	\$ 1,769.50	\$ 1,649.50	\$ 1,499.50	\$ 1,329.50
1/3 Page	\$ 1,519.50	\$ 1,409.50	\$ 1,289.50	\$ 1,139.50
1/4 Page	\$ 1,189.50	\$ 1,109.50	\$ 1,009.50	\$ 889.50
1/8 Page	\$ 899.50	\$ 839.50	\$ 759.50	\$ 669.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Digital Edition Branding Opportunities

Leaderboard | \$500

2nd TOC Mobile Banner | \$250

Rectangle | \$500

HTML5 Ad | 1,000

Top TOC Mobile Banner | \$300

Digital Video Sponsorship | \$600

Large Insert | \$700

Medium Insert | \$500



For information on becoming a Corporate Sponsor, please contact the CSNM office at [csnm@csnm.ca](mailto:csnm@csnm.ca).

All Corporate Sponsors receive 5% off our advertising rates!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



# Food Service & Nutrition Digital Edition

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

Food Service & Nutrition is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop  
Responsive HTML  
Reading View



### 1 Leaderboard (all views) | \$500

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$500

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and subsequent banners show every 3 articles

### 3 Top TOC Mobile Banner | \$300

### 4 2<sup>nd</sup> TOC Mobile Banner | \$250

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$600

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$700
- Medium Insert | \$500

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

# Food Service & Nutrition

## Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. All display positions are exclusive and will be awarded on a first-come, first-served basis.

### 1. Select from the following options:

- ☐ **Leaderboard** | \$500
- ☐ **Rectangle** | \$500
- ☐ **Top TOC Mobile Banner** | \$300
- ☐ **2nd TOC Mobile Banner** | \$250
- ☐ **HTML5 Ad** | \$1,000
- ☐ **Digital Video Sponsorship** | \$600
- ☐ **Large Insert** | \$700
- ☐ **Medium Insert** | \$500



All rates are per insertion. Invoices are issued upon publication.

### 2. Choose the issue(s) in which you would like your ad to run:

- ☐ **Winter 2019** (CSN-Q0419)
- ☐ **Summer 2020** (CSN-Q0220)
- ☐ **Spring 2020** (CSN-Q0120)
- ☐ **Fall 2020** (CSN-Q0320)

### 3. Total your order:

\$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ TOTAL PRICE

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (CSN-Q0419)

**Please sign and return to:**

# Food Service & Nutrition

## Buyer's Guide Issue

The Winter issue of Food Service & Nutrition magazine will offer a special section for suppliers to showcase their products and services to CSNM members. Our Buyer's Guide section gives advertisers an opportunity to enhance their presence in our magazine. Placing a 75-word profile and company logo in the Buyer's Guide section gives your listing higher visibility and exposure to our members. Participate by completing this form and returning it to your Naylor account executive.

### 1. Select from the following options:

- ☐ 75-word listing and black-and-white logo: \$339.50
- ☐ 75-word listing and full-color logo: \$439.50

*All rates are per insertion. Invoices are issued upon publication.*

### 2. Please select one category to be listed under:

- |  |   |
|--|---|
| <input type="checkbox"/> Education/Training        | <input type="checkbox"/> Food Manufacturers       |
| <input type="checkbox"/> Equipment Suppliers       | <input type="checkbox"/> Food Service Consultants |
| <input type="checkbox"/> Food Processors           | <input type="checkbox"/> Furnishings/Tableware    |
| <input type="checkbox"/> Food Service Distributors | <input type="checkbox"/> Insurance                |
| <input type="checkbox"/> Information Technology    |   |
| <input type="checkbox"/> Warewashing Supplies      |   |
| <input type="checkbox"/> Equipment Manufacturers   |   |

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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# Food Service & Nutrition

## Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which Food Service and Nutrition magazine is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.



### Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only
1-Page (2 surfaces.)	<input type="checkbox"/> \$2,239.50
2-Page (4 surfaces)**	<input type="checkbox"/> \$2,799.50
Postcard	<input type="checkbox"/> \$2,239.50

**Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.**

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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**Please sign and return to:**

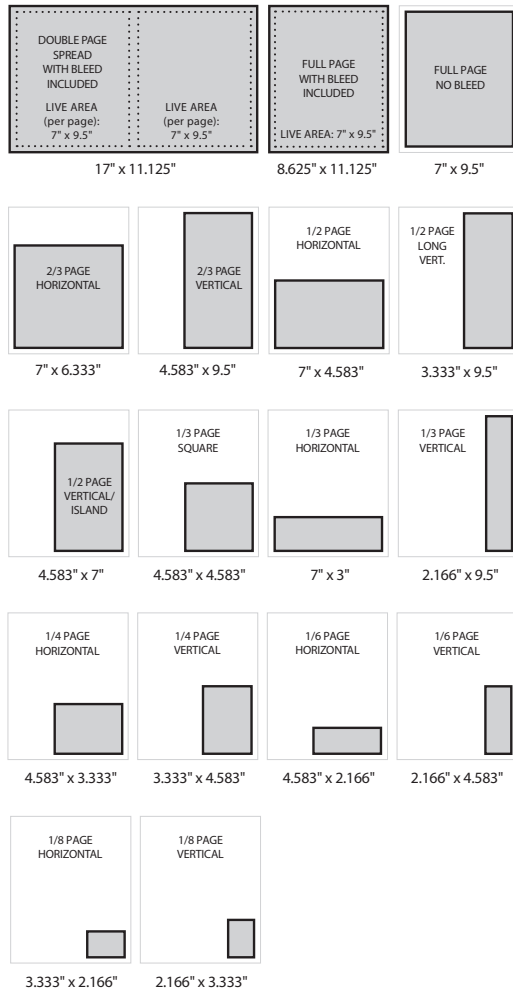
**CSNM**  
Canadian Society of  
Nutrition Management

**NAYLOR**   
ASSOCIATION SOLUTIONS

# Print Advertising Specifications

## Food Service & Nutrition

### Magazine/Directory Trim Size: 8.375" x 10.875"



**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

### Specs for Outsert/Inserts

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

### Digital Edition

For more information, visit:

<http://www.naylor.com/linespecs>

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# Food Service & Nutrition

## Not-For-Profit Rates

Advertising in Food Service & Nutrition ensures direct, cost-effective access to key decision makers in the nutrition management industry. These discounted rates are designed specifically for not-for-profit organizations that see the importance of reaching out to CSNM members and supporters.

### 1. Select from the following options:

- ☐ 1/2 Page, full-color w/Digital Edition Link | \$1,289.50
- ☐ 1/4 Page, full-color w/Digital Edition Link | \$869.50
- ☐ 1/8 Page, full-color w/Digital Edition Link | \$659.50

*All rates are per insertion. Invoices are issued upon publication.*

### 2. Choose the issue(s) in which you would like your ad to run:

- ☐ Winter 2019 (CSN-Q0419)
- ☐ Summer 2020 (CSN-Q0220)
- ☐ Spring 2020 (CSN-Q0120)
- ☐ Fall 2020 (CSN-Q0320)

### 3. Total your order:

\$\_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$\_\_\_\_\_ TOTAL PRICE

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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**Please sign and return to:**



# Food Service & Nutrition

## Past Advertisers

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Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Canadian Society of Nutrition Management and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CSNM.

- A. Lassonde, Inc.
- Aliments ED Foods (LUDA)
- Apetito Canada Limited
- Barker, Blaggrave & Associates
  - Basic American Foods
- Bonduelle North America, Inc.
  - Bow Valley College
  - Burlodge Canada Ltd.
- Butterball, LLC / Exceldo Foods Ltd.
  - Campbell's Foodservice
- Canadian Celiac Association
  - CBORD Group, Inc.
  - Centennial College
    - CMI Canada
- Crosby Molasses Co. Ltd.
  - Ecolab
- Export Packers Company Ltd.
  - Fanshawe College
  - Gordon Food Service
- Healthcare Food Service (HFS)
  - Hospitality Furnishings
- Humber College - School of Hospitality, Recreation and Tourism
  - Johnson, Inc.
- McKin Health Care Specialities
- Michelle Ray - Walkabout Seminars International, Inc.
- Mother Parker's Tea & Coffee, Inc.
  - OLYMEL
- Pentair Water Quality Systems
  - Silver Group Purchasing
  - TATA Global Beverages
  - Textile Innovations, Inc.
    - Valley Flax Flour
- VP Worldwide Brokerage, Inc.

# CSNM Website

## Advertising on the Canadian Society of Nutrition Management Website – [www.csnm.ca](http://www.csnm.ca)

Advertising on the Canadian Society of Nutrition Management website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to asn-website to learn about upcoming association events, discover ways to maximize their CSNM membership, view the latest issues of *Food Service & Nutrition* digital edition and much more! Advertising on asn-website offers several cost-effective opportunities to position your company as a leader in front of an influential group of nutrition management professionals.

### Features of CSNM website advertising:

- Cross-promoted in other CSNM publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

### On average, [csnm.ca](http://csnm.ca) receives:

- 1,773 unique visitors per month
- Nearly 2,000 visits per month
- Nearly 10,000 page views per month
- Sessions lasting more than 1:49 minutes

\*Traffic numbers as of October 2018



### 1 Run-of-Site Leaderboard | \$2,365

Stand out with this prominent position located at the top of the CSNM website and all subpages. Your advertisement will run on all pages of the website with a maximum of 4 rotations. (728 x 90 pixels).

### 2 Square | \$1,850

Get noticed by members of CSNM with this prominent position located towards the top of most subpages of CSNM.ca. Your ad will run on all pages of the website with a max of 4 rotations (300 x 250 pixels)

Online Specifications - For more information, visit:  
<http://www.naylor.com/online specs>

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# CSNM Website Space Reservation

To reserve your space on the CSNM website, please select from the options below, then return this completed form to your Naylor account executive.

## Run-of-Site Leaderboard

☐ 12 Months | \$2,365

## Square

☐ 12 Months | \$1,850



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability whatsoever to the website posting except to the extent of repairing any information, if it has been input with incorrect content. Naylor, LLC reserves the right to discontinue this or any ad from the site, or, to discontinue the site. Any invoice shall be paid upon receipt or Naylor, LLC may take any action to mitigate non-payment. Overdue charges may be added to outstanding invoices at the rate of 2% per month compounded to yield 26.82% per year as damages for breach of contract. All returned checks shall have a charge of \$35.00 added to the invoice amount. Acceptance of this contract is subject to the approval of the association. The advertiser represents that they have the rights to use any artwork supplied to Naylor, LLC in the manner contracted. Advertisers will be billed upon Effective Date/Go-Live Date. All digital advertising sales are final, and no refunds will be issued. (CSN-W0019)

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# Food Service & Nutrition

## Advertorial Opportunity

Advertorials are paid advertising messages that allow you to include a heading and editorial that describes your products or service, and your company's contact information. Your advertorial will be placed next to your ad to draw attention to your company. Please send no more than 750 words of text, and submit the copy in a word file. Content must be approved by the CSNM prior to placement.

- ☐ **Double Page Spread, Full-Color Advertorial** | \$2,789.50  
(includes a full-page ad and a full-page of advertorial content)
- ☐ **Full-Page, Full-Color Advertorial** | \$2,309.50  
(includes a 1/2-page ad and a 1/2-page of advertorial content)



Sample

Total your order: \$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ **TOTAL PRICE**

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## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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# Food Service & Nutrition

## Editorial Calendar

ISSUE	FEATURES
<b>Winter</b> <i>Ships: December 2018</i>	<b>Cover Feature</b>   Rightloading: An Antidote to Overload. This would focus on the fact that overload and overwhelm in the workplace cannot be resolved solely by either employers or employees. Both are needed to make things right. <b>Continuing Education</b>   Visibility boards in the work place <b>Continuing Education</b>   Improving the Patient good experience <b>Ask an Expert</b>   Top Food Trends for 2019: What tasty surprises are in store for consumers <b>Management Notebook</b>   Ways to Keep balanced in an Overwhelming World
<b>Spring</b> <i>Ships: April 2019</i>	<b>Cover Feature</b>   Are we ready for aging? How we age is changing. When do we think of retirement and when is the right time? Make aging an important part of your life planning for success and happiness. <b>Continuing Education</b>   Financial Business Management <b>Continuing Education</b>   Conflict Management and Bullying <b>Ask an Expert</b>   Nutrition Month 2019 Choose right Live Well: Consuming fewer calories, Getting daily exercise, Making informed food choices. <b>Management Notebook</b>   Palliative Care
<b>Summer</b> <i>Ships: July 2019</i>	<b>Cover Feature</b>   Cannabis legalized on October 13, 2018. What changes have taken place since that day for Canadians and Health: Has anything changed in the health care setting for employers, employees and resident in long-term care in the place they call home. <b>Continuing Education</b>   Nutrition and Healthy Living <b>Continuing Education</b>   Marketing and Promotion <b>Ask an Expert</b>   Health Inspection: What are FS departments facing as environmental health inspectors inspect out health care facilities. <b>Management Notebook</b>   How to take a break!
<b>Fall</b> <i>Ships: October 2019</i>	<b>Cover Feature</b>   Canada's New Food Guide: What has changed for the consumer? Summary of change, what may be impacted, shopping habits, hospital menus and much more. <b>Continuing Education</b>   Two diets that prove to make a difference <b>Continuing Education</b>   Food Delivery <b>Ask an Expert</b>   IDDSI: How far have we come to succeeding in this world wide initiative? <b>Management Notebook</b>   Heal

\*Editorial Calendar is tentative and subject to change.

## IN EVERY ISSUE

### President's Message

CSNM's President discusses the theme of each issue of Food Service & Nutrition magazine and how it relates to the challenges and opportunities facing CSNM members.

### Member & Issue Updates

CSNM delivers timely updates regarding the rules and regulations impacting Canada's nutrition management industry.



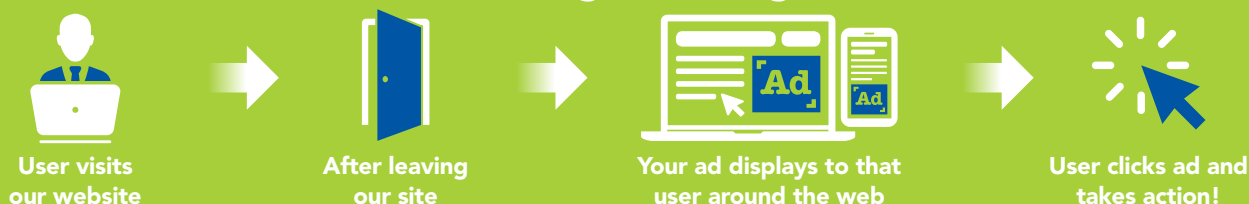
# Audience Extension





Canadian Society of  
Nutrition Management

Continue to build your brand beyond the CSNM website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to csnm.ca site visitors as they frequent other sites across the web. *The CSNM website receives nearly 2,000 visitors every month.* Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

## How Retargeting Works



## Programmatic Packages

GO	PRO
12 Month Campaign   \$1,800	12 Month Campaign   \$2,250
60,000 Campaign Impression Goal 	90,000 Campaign Impression Goal 

### All Packages Include:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

**Customized targeting solutions  
are available, please contact:**

**NAYLOR**   
PROGRAMMATIC NETWORK

## **Advertiser Campaign Assessment**

**Company:**

**Campaign Contact:**

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**1. Are you currently running or have you ran any programmatic campaigns?**

**1a. If so, can you share any success measurements?**

**2. What Programmatic Package did you select?**

- a. GO**
- b. PRO**
- c. PRO+**

**3. What is the focus of the campaign we will be running?**

**4. Who is your targeted audience that you are trying to reach?**

**5. What goals do you have for your campaign?**

- a. Goal = KPI (Key Performance Indicator)**
- b. Awareness = impressions**
- c. Consideration = clicks**
- d. Sales = conversion**



6. What are your measurements for success?
7. Is there a conversion point on your site that you may want to track?
8. Will you be providing your own creative?
9. Do you plan on providing or changing creative out during your campaign?
  - 9a. If so, do you know how frequently?
10. Will your campaign objectives change?