

TASN^{ews}

A Publication of the Texas Association for School Nutrition



OUR MISSION:
Empower the
Community of School
Nutrition Professionals
through Partnership and
Education.

MEDIA KIT

Updated September 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 5,800 TASN members.

Issues Published Per Year:	4
Members Reached Each Issue:	5,800 +
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)

Legislative/LAC Info
TASN Annual Conference Info
Industry Update/Article
TASN Election Bios/Pics
New Certifications and Members

Spring (April issue)

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
Partnership Collaboration Summit (PCS) Info
Award Winners
Industry Update/Article

Fall (October issue)

Community Outreach
Industry Update/Article
Annual Conference Info
Partnership Collaboration Summit (PCS) Info
Call for Nominations

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

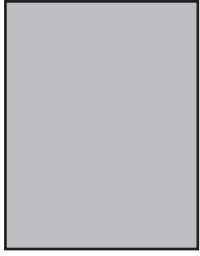
Full Color Rates

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

Common Ad Dimensions and Sizes



Full page

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



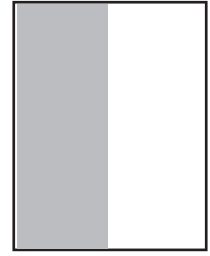
2/3 page (vertical)

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



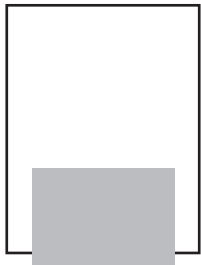
1/2 page (horizontal)

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



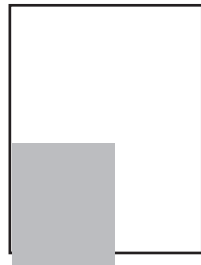
1/2 Page Vertical Island

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



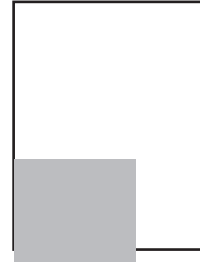
1/3 page (horizontal)

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



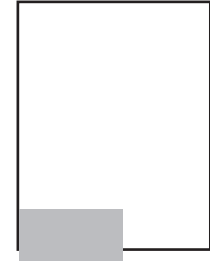
1/4 page (vertical)

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 Shelley Livaudais at

communications@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

[CLICK TO RESERVE AD](#)

For more information, please contact:

Shelley Livaudais

communications@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 5,800+ 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 & Rates



Ad Type	3 Months	6 Months	9 Months	12 Months
Global Banner Ad: 728x90px (appears in the middle of home page, and near the top on all other pages)	\$675	\$1,200	\$1,575	\$1,800
Global Sidebar Ad: up to 300 pixels wide by 250 pixels tall (appears in right sidebar on all pages)	\$650	\$1,150	\$1,500	\$1,700

Notes:

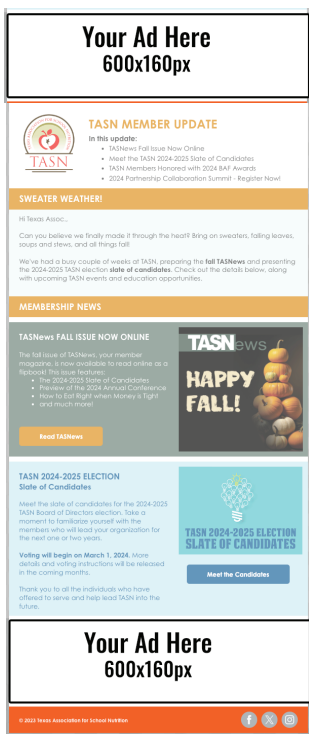
- All prices are for website-ready ads. Design/artwork done by TASN will be charged at a higher rate on an individual, case-by-case basis.
- **Accepted file formats:** .jpg, .png, or .gif

[CLICK TO RESERVE AD](#)

EMAIL ADVERTISING

About TASN E-Newsletters

TASN sends e-newsletters twice monthly directly to its 5,800+ 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

Accepted file formats: .jpg, .png, or .gif

[CLICK TO RESERVE AD](#)

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:

Shelley Livaudais
communications@tasn.net
512-371-0087