



Making the right food choices, together.

2010-2011 Advertising Opportunities

May 14, 2010

Dear Food Service Industry Professional,

Would you like to highlight your products and services for the people who purchase, prepare and serve approximately 71 million school lunches and 25 million breakfasts each year in Maryland? The Maryland School Nutrition Association (MSNA) can help you do just that, through advertising in our quarterly journal, the *Serving Spoon*, and in our annual convention program.

Nearly 1,000 MSNA members read our journal each quarter, and the convention program reaches approximately 500 school nutrition professionals, including many of the county directors, buyers and other decision-makers. **These publications provide an ideal way to put your products and services in front of those individuals who are responsible for making crucial purchasing decisions.**

Now is the time to make arrangements to advertise for the 2010-2011 school year. By using the Industry Opportunities form included in this packet, all your advertising requirements for the entire school year can be arranged. Ad rates are printed on the form.

Once you have reserved your ad space, simply email your advertisement to me (irissee@aacps.org) according to the deadlines listed below. For optimal printing quality, please provide a grayscale, high resolution, actual size, PDF or EPS file. Please note that logos saved from websites are not high resolution and will not print clearly. If you would like your ad to bleed on all sides, please size it with a 1/8" bleed all around. We can provide more detailed specifications if you would like them. Deadline dates for the 2010-2011 school year are as follows:

Deadline Date

August 1, 2010
September 1, 2010
November 1, 2010
February 1, 2011
May 1, 2011

Issue Date

September 2010 – Fall *Serving Spoon*
October 2010 – Convention Program
December 2010 – Winter *Serving Spoon*
March 2011 – Spring *Serving Spoon*
June 2011 – Summer *Serving Spoon*

We invite you to be a part of an organization whose objectives are to serve nutritious meals and to provide nutrition education to the children of Maryland. Thank you for your commitment. Thank you for your time. Thank you for putting our children first.

Sincerely,

Jodi Risse, MSNA Advertising Chair
(410) 222-5900 / irissee@aacps.org