

**TODAY@MDA Newsletter & Annual Convention ADVERTISING / PUBLICATION GUIDELINES**

<p><b>All advertisers must:</b></p> <ol style="list-style-type: none"> <li>1. Submit MS Word document(s) via email to: <a href="mailto:admin@eatrightma.org">admin@eatrightma.org</a>.</li> <li>2. Mail contract and advertising copy to: MDA PO Box 476 Reading, MA 01867</li> </ol> <p><b>Payment must accompany the order. Checks should be made payable to MDA.</b></p> <p>The Massachusetts Dietetic Association (MDA) adheres to federal, state and where applicable, local laws regarding discrimination on any basis. The Association urges advertisers to review their advertising copy to ensure compliance with MDA's policy. MDA reserves the right not to publish any advertisement, the nature or content of which the Association considers, in its sole judgement, to be discriminatory or otherwise unacceptable. Articles written for <i>Today@MDA</i> can be submitted without charge and published after content review by the editor. However, any article that solely promotes the business (educational or otherwise) of an individual or company is subject to guidelines and associated fees outlined in this policy.</p> <p><b>COPY APPROVAL POLICIES</b></p> <p>MDA reserves the right to evaluate all statements in advertisements and to refuse to accept any copy that does not conform to MDA policy or its philosophy. This applies to new advertisers as well as those who have previously advertised in <i>Today@MDA</i> or at the Annual Convention.</p>	<ol style="list-style-type: none"> <li>1. Statements of properties, performance, nutrient values, beneficial results, etc., of products should be such that they can be verified by adequate data available in the literature or submitted from a reputable laboratory.</li> <li>2. There shall be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted proven facts.</li> <li>3. Supporting documentation verifying claims must be submitted to the publisher upon request before an advertisement will be accepted for publication.</li> <li>4. Advertisements for special purpose foods must include a list of ingredients and the quantitative nutritional analysis of the product or offer to supply this information on request. If the advertiser elects to state the nutrition value in terms of RDAs or DRVs, as well as the quantitative nutrition analysis, current federal regulations governing nutrition labeling should be followed or this information should be offered on request.</li> <li>5. The Association does not accept advertising copy that includes names, professional affiliations, and/or photographs of professional and supporting personnel in management and supervisory positions except in the following instances:             <ol style="list-style-type: none"> <li>a. Individuals regularly employed by the advertiser and whose names, affiliations and/or photographs are used only in the ethical promotion of products of their respective employer.</li> <li>b. Individuals whose names, affiliations and/or photographs are used in connection with advertisements of books of which they are the authors.</li> <li>c. Those individuals whose names as authors are included in excerpts from books or periodicals included in an advertisement.</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>6. To promote consistency, dietitian should be spelled with a "t", not a "c" in all advertising copy, i.e., "dietitian", and not "dietician."</li> </ol> <p><b>ADVERTISING POLICY</b></p> <p>All advertising must be in MS Word format and submitted to MDA before the closing date. All advertising copy is subject to the approval of the Editor and/or Board of Directors (BOD).</p> <p>MDA reserves the right to reject any advertising copy that does not meet the approval of the editor/BOD.</p> <p>Upon publication, the advertising agency or company ordering the advertisement will receive a copy of the publication containing the ad.</p> <p>No cancellations will be accepted after the closing date for copy. When new copy is not received by the deadline date, copy from previous issues will be repeated. Failure to notify of cancellation will result in full cost of the insertion being billed to the advertiser.</p>
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<p>I have read and agree to abide by the stated Advertising/Publication Guidelines.</p> <p>Agreed to and accepted on this date: _____, 200_</p> <hr/> <p><b>Authorized signature</b></p> <hr/> <p>Printed name here</p> <hr/> <p>Name of agency/business</p> <p><b>Contact Information:</b></p> <p>Person: _____</p> <p>Street: _____</p> <p>City: _____</p> <p>State _____ Zip _____</p> <p>E-mail: _____</p> <p>Phone: (_____) _____</p> <p>Fax: (_____) _____</p>	<p>Check one:</p> <p>_____ Single issue</p> <p>_____ Two issues</p> <p>_____ Three issues</p> <p>_____ Four issues</p> <p>Ad size:</p> <p>_____ Full page (7" x 10")</p> <p>_____ 1/2 page (7" x 5")</p> <p>_____ 1/4 page (3 1/2" x 5")</p> <p>_____ 1/8 page (1 3/4" x 2 1/2")</p> <p>_____ Business card (3 1/2" x 2")</p> <p>Advertisement to appear in which issue(s)?</p> <p>_____ Fall (Copy Deadline - August 15) (Publication Date - September 15*)</p> <p>_____ Winter (Copy Deadline - November 15) (Publication Date - December 15*)</p> <p>_____ Spring (Copy Deadline - February 15) (Publication Date - March 15*)</p> <p>_____ Summer (Copy Deadline - May 15) (Publication Date - June 15*)</p> <p>*All publications dates are approximate.</p>	<p align="center"><b>ADVERTISING RATES</b></p> <table border="0"> <thead> <tr> <th><u>Ad Size</u></th> <th><u>One</u></th> </tr> </thead> <tbody> <tr> <td>Full</td> <td>\$425</td> </tr> <tr> <td>1/2</td> <td>\$250</td> </tr> <tr> <td>1/4</td> <td>\$150</td> </tr> <tr> <td>1/8</td> <td>\$ 85</td> </tr> <tr> <td>Business Card</td> <td>\$ 50</td> </tr> </tbody> </table> <p>MDA members who are principals of a business that advertise receive a 15% discount. Area Associations and DPGs may post educational opportunities at no charge.</p> <p>Make check payable to: <b>MDA</b> <b>PO Box 476</b> <b>Reading, MA 01867</b></p> <p>If you have any questions: Call: 617-501-7083 E-mail: <a href="mailto:admin@eatrightma.org">admin@eatrightma.org</a></p> <p>Send advertising copy via e-mail to: <a href="mailto:admin@eatrightma.org">admin@eatrightma.org</a></p>	<u>Ad Size</u>	<u>One</u>	Full	\$425	1/2	\$250	1/4	\$150	1/8	\$ 85	Business Card	\$ 50
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Full	\$425													
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