

EDGE

EDGE DIGITAL ADVERTISEMENT INSERTION ORDER FORM

ANFP offers a digital platform for its top-rated member benefit, *Edge* magazine, which offers the extra benefit of additional circulation and qualified buyer exposure to your advertisements. While all print ads also appear in the digital version of *Edge*, the options below offer a digitally exclusive presence. The robust digital platform allows advertisers to select from several different positions to make the biggest impression possible.

Opportunities include the following:

RIGHT/LEFT SKYSCRAPER



Pillar-shaped ad that displays on the right or left side of the digital magazine, adjacent to multiple spreads.

LEFT OF COVER



Our largest digital ad that displays left of the cover page, ideal for an Embedded Video Link to really make a statement.

TOP/BOTTOM BANNER



A headline style banner ad that displays above or below the digital magazine on multiple spreads.

AD ENHANCEMENT EMBEDDED VIDEO LINK



Much more than a static ad, a video enhancement allows advertisers to go above and beyond with their messaging. Videos limited to 30 seconds.

2024 EDGE DIGITAL AD RATES*

EXCLUSIVELY DIGITAL AD POSITIONS	RATE PER ISSUE
Right/Left Skyscraper	\$1,185
Top/Bottom Banner	\$950
Left of Cover (exclusive placement per issue)	\$595
AD ENHANCEMENT	
Embedded Video Link	\$1,185

*Rates are Gross and 15% Agency Commissionable or 15% discounted for Corporate Partners.

NOTE: The duration of each digital ad is a minimum of one year and may be archived for up to three years on ANFPConnect.

MONTH	THEME	DIGITAL SPACE RESERVATION	DIGITAL ART DEADLINE
January/February	Workforce Development	December 6	December 13
March/April	The Food Safety Issue	February 14	February 21
May/June	Culinary Trends and Innovations	April 17	April 24
July/August	Marketing Your Dining Program, plus Non-Commercial Dining Showcase	June 12	June 19
September/October	Medical Nutrition Therapy	August 14	August 21
November/December	Achieving Personal and Professional Excellence	October 16	October 23

Advertiser Name:

Contact Name: _____ Bill to: Advertiser Agency
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____

Agency (if applicable):

Contact Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____

ISSUES

- January/February
- March/April
- May/June
- July/August
- September/October
- November/December

AD TYPE

- Right Skyscraper
- Left Skyscraper
- Top Banner
- Bottom Banner
- Left of Cover

AD MATERIAL

- Ad
 New - Due by: _____
 Repeat - Pick-up from: _____

AD ENHANCEMENTS

- Embedded Video Link

COST

Gross Cost per Ad: \$ _____
 *Net Cost per Ad (less 15% Agency Commission or 15% Corporate Partner Discount if applicable) \$ _____
 Number of Issues _____
 Total Net Cost: \$ _____

Unless otherwise noted, ads will be invoiced during the same month they are scheduled to run.

Delinquent invoice payments may result in a hold on future orders until delinquent account has been paid in full.

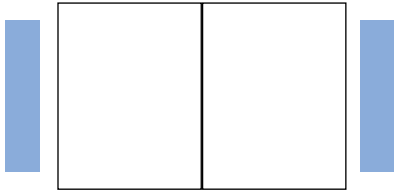
Cancellation policy: Cancellations must be received in writing no later than 30 days from advertising start date.

Authorized Signature: _____ Date: _____

*Rates are Gross and 15% Agency Commissionable or 15% discounted for Corporate Partners

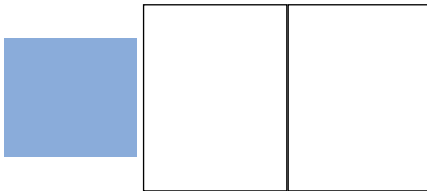


PRINT AND DIGITAL MECHANICAL REQUIREMENTS: *Nutrition & Foodservice Edge Magazine*



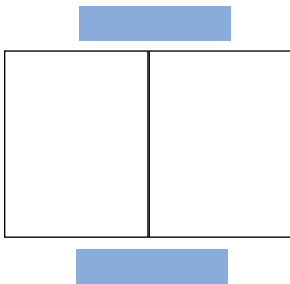
RIGHT/LEFT SKYSCRAPER

120 x 600 px in PNG, PDF, EPS, or GIF* format file,
set to a resolution of 72 dpi
Animation is permitted



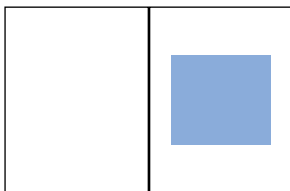
LEFT OF COVER

550 x 480 px in PNG, PDF, EPS, or GIF* format file,
set to a resolution of 72 dpi
Animation is permitted



TOP/BOTTOM BANNER

468 x 60 px in PNG, PDF, EPS, or GIF* format file,
set to a resolution of 72 dpi
Animation is permitted



EMBEDDED VIDEO LINK

- Send video file (limited to 30 seconds in length) as an .mov, .flv or .avi file (.mov is preferred). We also accept Windows Media Player, Real Video or QuickTime formats.
- Preferred video codec is H. 264.
- When sending QuickTime video files, avoid using the IMA 4:l audio codec. The recommended audio codec for QuickTime is AAC.
- When sending .avi files, avoid using the Intel video code.
- We recommend in the range of 500 pixels wide as a minimum. Any aspect ratio is acceptable.
- You can stream YouTube and Vimeo videos as well. Simply provide a link to the video and ensure that your privacy settings allow your video to be embedded.