



## Nutmegger Advertising

The SNACT Nutmegger is published three times a year.

### Circulation:

Provided to every School Nutrition Association of Connecticut member, with a distribution of over 500 copies each Issue. The Nutmegger is also posted on SNACT website. SNACT Platinum sponsors receive a copy of each Issue; all sponsors receive the e-version of each Issue.

### Ad Specifications:

**¼ page** = 3.70 inches wide x 4.95 inches tall

**½ page** = 7 ½ inches wide x 4.95 inches tall

**Full page** = 7 ½ inches wide x 10 inches tall

### Nutmegger 2017-18 Ad Deadlines

Issue	Submission Deadline	Distribution Date
Fall 2017	August 15	October 1
Winter 2018 (e-version only)	December 15	February 1
Spring 2018	March 1	April 15

**Copy ready ads (jpg & pdf files preferred) should be emailed to:  
Amanda Mueller, Cashman+ Katz: [AmandaM@cashman-katz.com](mailto:AmandaM@cashman-katz.com)**

### Sponsor Benefits

**Platinum** Corporate Sponsors receive a FREE 1/2 page B&W ad in the Fall, Winter & Spring Nutmegger.

**Gold** Corporate Sponsors receive a FREE 1/4 page B&W ad in the Fall, Winter & Spring Nutmegger.

Upgrades are available at the rates shown in the table below.

**Please note:** Corporate Sponsor advertising in the Nutmegger aligns with sponsorship year and the SNACT fiscal year (August 1 - July 31). Sponsors must renew by August 15 to be reserved an ad placement in the fall Nutmegger.

## Upgrade Rates for Platinum and Gold Sponsors

Free Sponsor Ad	Upgrade to	Yearly cost	Per issue cost
1/4 p B&W	1/4 p color	\$250	\$100
1/4 p B&W	1/2 p B&W	\$200	\$75
1/4 p B&W	Full page B&W	\$450	\$200
1/4 p B&W	1/2 p color	\$600	\$250
1/4 p B&W	Full page color	\$1,000	\$425
1/2 p B&W	Full page B&W	\$250	\$125
1/2 p B&W	1/2 p color	\$400	\$175
1/2 p B&W	Full page color	\$800	\$325

## General Corporate Advertising Rates

These rates apply to SNACT Silver sponsors and non sponsors who are represented by a SNACT sponsor (broker). Ads must be paid when ads are submitted. Payment must be made to SNACT.

Ad Rates	Full page	Half page	Quarter page
Black and White, per issue	\$300	\$175	\$100
Black and White, 3 issues	\$700	\$450	\$250
Color, per issue	\$600	\$350	\$200
Color, 3 issues	\$1,500	\$850	\$500