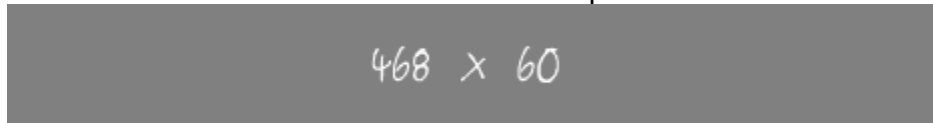


# Maine Dietetic Association Opportunities for Marketing on the Website or Newsletter

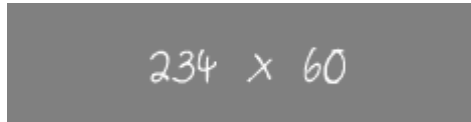
The Maine Dietetic Association web site <http://www.eatrightmaine.org> and our newsletter MDA News Briefs provide a unique venue for advertising your products or services. We foster advertising of products and services perceived of value to our association's nutrition practitioners. Our web site receives about 2,500 hits per month and our monthly newsletter is sent by email to 330 members and 150 non-members. The top two visited pages on the website are the Home Page, followed by the Job Posting Page. As more members access the Internet and utilize email, we predict our web visits will increase.

## Ad specifications

- A full size banner advertisement must be provided in the size of 468 x 60 pixels.



- A one-half size advertisement must be provided in the size of 234 x 60 pixels.



- The file size for the advertisement must be no larger than 20 KB.
- .gif or .jpg formats only.
- No fast blinking advertisements.
- No animated banner ads are acceptable.

Banner advertisements should be provided ready to post to the web site.

All advertising content, pictures, and illustrations must be approved by the Communications Committee prior to posting.

## Ad locations and limitations

All banner and button ads are located toward the bottom of the web pages, so visitors do not ignore the advertiser with a quick scroll. For example, the ads on the Home Page will be located ~2/3 to 3/4 of way down the page, following the Association's Mission Statement.

Exclusive ads mean that no other advertisers will appear on that web page. The Maine Dietetic Association does not allow pop-up ads.

Advertisers who prepay for 6 or more months of advertising in a 12-month time period receive a 10% discount on that advertising rate.

Cost of advertising on MDA Website	Size of banner	Ads	Cost per month
Home	Half	1	\$50.00
Home	Full	1	\$100.00
Cost of Advertising in Newsletter	Size of banner	Ads	Cost per newsletter
First page	Half	1	\$50.00

First page	Full and exclusive	1	\$100.00
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**These Regulations apply to advertising with the Maine Dietetic Association (MDA).**

1. The Maine Dietetic Association (MDA) reserves the right to evaluate all statements and visual images in advertisements and to refuse to accept any copy or image that does not conform to the MDA policy or philosophy. No MDA board vote is needed for veto if both the MDA President and MDA President-Elect veto a particular advertisement, sponsor of any kind, or purpose for label rental. This applies to new, current, and previous advertisers.
2. "Advertising" is defined as information intended to support, promote, or advocate products, services, or events available to members and supporters of MDA for their purchase, acquisition, use, or participation. All advertisements under consideration by MDA should be generally recognized as being a product or service, which is beneficial to the health of the public and/or clients, or to nutrition/dietetic practitioners in the performance of professional duties.
3. The Maine Dietetic Association (MDA) adheres to federal, state, and where applicable local laws regarding discrimination on any basis. MDA urges advertisers to review their advertising copy prior to submission. MDA reserves the right not to publish any advertisement, the nature or content of which MDA considers in its sole judgment, to be discriminatory or otherwise unacceptable. By advertising with MDA, organizations and individuals agree that they are Equal Opportunity Employers.
4. MDA name or logo may not appear on the advertiser's web site content without the written expressed permission of the MDA President.
5. Publication of an advertisement should not be construed as endorsement of the product, service, product claims, or company by either MDA or its members. Advertisers should expect that a disclaimer be printed to that effect in the associated MDA medium.
6. Statements that accompany advertising should be accurate, ethical, and carry no direct or implied disparagement or discrediting of another product. However, fair comparisons, backed by scientific evidence, are acceptable.
7. Statements of properties, performance, nutrient values, beneficial results, etc., of products should be such that they can be verified by adequate experimental data available in the literature or submitted from a reputable laboratory.
8. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, proven facts.
9. 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 nutritional value in terms of RDAs or DRVs,

as well as the quantitative nutritional analysis, current federal regulations governing nutritional labeling should be followed or this information offered on request.

10. The correct spelling of dietitian is with a “t” – not a “c”.
11. MDA sells advertisement “space” only. MDA will not guarantee that advertisers will experience an increase in sales, requests, or traffic.
12. The Maine Dietetic Association (MDA) (and its contractors) shall not be liable for any failure to print, publish, or circulate all or any portion of advertisement accepted by MDA if failure is caused by acts of natural disaster, strikes, accidents, or other circumstances beyond MDA’s control.
13. In consideration of the publication of an advertisement, the advertiser and its agency jointly and separately agree to hold harmless and indemnify the Maine Dietetic Association (MDA), its officers, directors, members, agents and employees from and against all liability, including attorney’s fees, arising from the content of advertisements including but not limited to text, representation, and illustration.
14. The MDA’s liability for any error will not exceed the charge for the advertisement in question.
15. The MDA is not responsible for the return of any material submitted.
16. For the best quality, photographs, illustrations, artwork, or logos should be in jpg format.
17. Advertising opportunities are on a first-come first-serve basis. MDA reserves the right to limit the number website banners.
18. No cancellations for advertising can be accepted after the closing date for copy. Refunds for cancellations prior to the closing date will be less any shipping, handling, materials, or any other charges incurred by MDA.
19. Upon publication, the advertising organization will receive a copy of the publication containing the ad. A link to the web advertising will be emailed to the customer.
20. Payment should be in the form of a check or money order **made payable to Maine Dietetic Association** and sent to the address on the website (MDA P.O. Box).
21. All fees are net. Commissions are not given.

Approved by MDA Board of Directors 6-24-11

*Credit for verbiage of the Advertising Regulations and Label Rental policy is given, in part, to the California Dietetic Association, Florida Dietetic Association, Kentucky Dietetic Association, Maryland Dietetic Association, Michigan Dietetic Association, New York State Dietetic Association, Texas Dietetic Association and Illinois Dietetic Association.*