

ANC Program Guide



SNA's Annual National Conference (ANC) is the largest and most comprehensive school-specific show in the nation!

ANC Program Guide

SNA's official conference program is distributed to more than **7,000 attendees**. This publication is much, much more than a schedule of events to ANC-goers. With contact information and product details about exhibitors, along with an index of exhibitors organized by product category—and your advertisement—plus education session details and speaker contacts, the **ANC Program Guide** becomes a desktop resource that attendees reference all year long! ***Must be a current ANC exhibitor**

Rate: 65% of the cost of the regular open *School Nutrition* rates at earned frequency levels.



SCHOOL NUTRITION and ANC PROGRAM GUIDE COMBO! Save when you advertise in both of the summer's hottest publications!

Rate: June/July insertion cost plus 55% of the cost of June/July insertion (i.e., J/J insertion cost + J/J cost x 0.55).

For example, a one-page, four-color ad for an 11-time advertiser in both June/July and the *ANC Program Guide* equals \$5,636 (11x, 4c page rate) + \$3,099.80 (4c page rate less 45%) = \$8,735.80 combo rate.



CONTACT YOUR SALES REPRESENTATIVES FOR MORE INFORMATION

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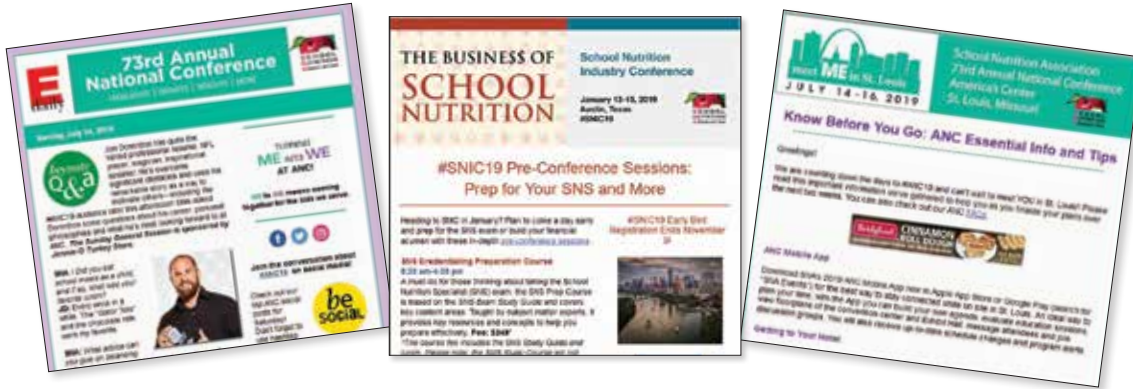
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Other Conference Advertising



ANC E-Daily

Each day of SNA's Annual National Conference (ANC), all registered attendees receive an e-blast accessible on mobile devices that features exclusive interviews, schedule highlights and updates, reminders, trivia and more. ANC 2019 total registration reached **more than 7,000**. This highly visible marketing tool is available to two exclusive advertisers* each day of the conference, with an additional e-blast the day after the conference. Contact your SNA sales representative for rates and specifications.

***Must be a current ANC exhibitor.**

SNA Conference E-Blast Package

There are advertising opportunities available to increase your visibility before SNA's Annual National Conference (ANC) and its School Nutrition Industry Conference (SNIC) through the SNA Conference E-Blast Package. Take advantage of multiple pre-conference email communications from SNA, sent throughout the weeks leading up to ANC (July) and SNIC (January).

There is only one advertiser* per e-blast message, guaranteeing prime real estate and exclusivity for your message at one or both of these SNA conferences. These conference-themed e-blasts are sent to K-12 foodservice operators and state agency representatives and allow you to tailor your message specifically to all registered conference attendees. Contact your SNA sales representative for rates, specifications and availability of these opportunities: SNIC in January 2020 and ANC in July 2020.

***SNIC: Only one package of six e-blasts offered;**

ANC: Two packages of six e-blasts offered.

SNA Conference Learning Journals

Get your message out to the most engaged school nutrition professionals—attendees of SNA's three national conferences—by advertising in our highly visible Learning Journals! This 5 1/2" x 8 1/2" publication doubles as a conference program and a notebook, making it a valuable and highly rated resource. With space for just three advertisers, this is an unparalleled opportunity to raise brand awareness. In addition to three prominent positions (Cover 2, Cover 3 and Cover 4), you'll also get your company logo printed on each of the 20+ notebook pages.

Learning Journals are produced for:

- » School Nutrition Industry Conference: 550+ attendees
- » Legislative Action Conference: 800+ attendees
- » Annual National Conference: 6,000 attendees

Contact your SNA sales representative for rates and specifications.



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