

## Rate Card for the ASPEN Website, [nutritioncare.org](http://nutritioncare.org)

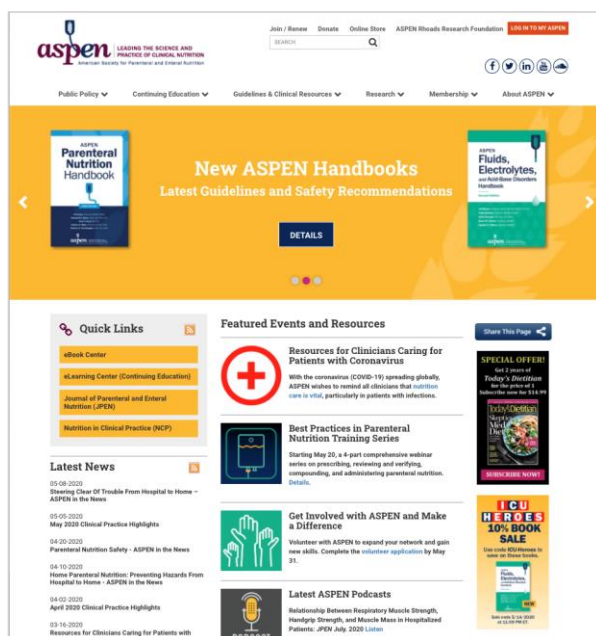
### *Reaching the Nutrition Support Community*

Nutritioncare.org, the official website for the American Society for Parenteral and Enteral Nutrition (ASPEN), reaches nutrition support healthcare professionals from around the world. It averages over 20,000 visits per month.

Visitors include clinical nutrition professionals from physicians, dietitians, pharmacists, nurses, nurse practitioners and physician assistants to industry experts seeking the latest information on clinical nutrition and metabolism. Advertising on the website is an effective way to reach this community.

ASPEN Website Advertising Rates				
Ad Size	File Format	Duration	Price	Locations
160 x 300 pixels	PNG, JPG, GIF, animated GIF Maximum size: 200KB	1 month (defined as any 30-day period)	\$5,000	Homepage and Top 10 most visited pages

- All advertisements are subject to approval by ASPEN, who reserves the right to reject or cancel any advertisement at any time.
- Advertisement positions are sold on a first come, first served basis. Vacant positions are reserved upon receipt of an insertion order.
- Advertisements will be posted on the ASPEN homepage and the top 10 most visited pages (excluding specialty pages such as Malnutrition Awareness Week™, ASPEN Nutrition Science & Practice Conference, COVID-19 Resources Page, etc. and members-only pages).
- The top 10 pages can also be tailored to the top 10 most relevant pages for your advertised product. For example, a parenteral nutrition (PN) product can be advertised primarily on PN-related pages only rather than including enteral nutrition resource pages.
- If necessary, adjustments can be made to the pages where the ad appears at the two-week mark.
- Advertising on nutritioncare.org is neither a guarantee nor an endorsement of the claims made in such advertising.



To reserve ad space or obtain additional information, please contact Valerie Mickiewicz at [valeriem@nutritioncare.org](mailto:valeriem@nutritioncare.org).