

# NANP PARTNER OPPORTUNITIES

Build your brand while supporting the only organization for holistic nutrition professionals!

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[nanp.org](http://nanp.org)



[healcon.org](http://healcon.org)

# NANP PARTNER OPPORTUNITIES

	<b>Premier Level</b> <b>\$7,500</b>	<b>Platinum Level</b> <b>\$6,200</b>	<b>Gold Level</b> <b>\$4,900</b>	<b>Silver Level</b> <b>\$3,600</b>
<b>HEALCon</b>	8x20 Booth	8x10 Booth, Corner	8x10 Booth	8x10 Booth
Conference Registrations, including Sat. Dinner	4	3	2	1 + 1 booth personnel
Meal Sponsorships	Saturday Dinner	Friday Lunch	Welcome Reception	Saturday Lunch
Logo on Attendee Bag	Yes			
Program Ads	Full Page	1/2 Page	1/4 Page	
Banner Ad on Conference App	Yes	Yes		
Individual Icon on Conference App	Yes	Yes		
Push Notifications on Conference App	1 Friday; 1 Saturday	1 Friday		
Company, Logo, Description, and URL	Yes	Yes	Yes	Yes
Attendee Bag inserts (samples)	2	2	1	1
HEALCon Logo Use & Link Back	Yes	Yes	Yes	Yes
Pre-conference Attendee List (1 x use)	Yes	Yes	Yes	Yes
Post-conference Attendee List (1 x use)	Yes	Yes	Yes	Yes
Targeted Product Demo, 8 available	Yes	Yes		
Expo Game (500 points max)	500 points	400 points	300 points	200 points
Discounts on Add-On Opportunities	20% discount	15% discount	10% discount	5% discount
<b>On-Going Opportunities</b>				
SPARK Commercial (5 minute max, visible 1 month)	Yes	Yes		
Partner Page	Yes	Yes	Yes	Yes
Home Page Banner Rotation	Yes	Yes		
NANP Op-Ed	Yes	Yes		
E-Zine Sponsorship	Yes	Yes	Yes	Yes
Social Media Posts (FB, Instagram, LinkedIn)	Yes	Yes	Yes	Yes
Educational Webinar, upon approval	Yes	Yes	Yes	Yes
Survey Monkey Questionnaire (up to six questions, upon approval)	Yes			
Free Career Center Job Posting	2	1	50% OFF	50% OFF
Website Announcement, 1 week, upon approval	Unlimited	Unlimited	Unlimited	Unlimited
Calendar Events, upon approval	Unlimited	Unlimited	Unlimited	Unlimited
Use of NANP Logo	Yes	Yes	Yes	Yes

# AD HOC PRICING

All advertising and marketing activities are subject to NANP approval.

HEALCon	Partner Pricing	Non-Partner Pricing
<b>Conference Booth</b>		
- Standard (8x10) booth	\$1,900	\$1,900
- Corner (10x10) booth	\$2,200	\$2,200
- Premium Double (8x20) Booth	\$3,500	\$3,500
<b>Conference Registrations, including Sat. Dinner</b>	TBD	TBD
<b>Meal Sponsorships</b>	\$1,000	\$1,000
<b>Logo on Attendee Bag</b>	\$500	\$500
<b>Program Ads</b>		
- 1/4 Page	\$115	\$115
- 1/2 Page	\$215	\$215
- Full Page	\$415	\$415
<b>Banner Ad on Conference App</b>	\$350	\$500
<b>Individual Icon on Conference App</b>	\$250	\$400
<b>Push Notifications on Conference App</b>	\$300	\$450
<b>Visibility Listings</b>	\$150	\$300
<b>Attendee Bag inserts</b>	\$50	\$50
<b>HEALCon logo Use &amp; Link Back</b>	Incl. in booth price	Incl. in booth price
<b>Pre-conference Attendee List</b>	Incl. in booth price	Incl. in booth price
<b>Post-conference Attendee List</b>	Incl. in booth price	Incl. in booth price
<b>Targeted Product Demo, 8 available</b>	\$500	\$500
<b>Expo Game (Look at tiers)</b>	\$50/100 pts, max 500 pts.	\$50/100 pts, max 500 pts.

Ongoing Opportunities	Partner Pricing	Non-Partner Pricing
<b>SPARK Commercial (5 minute max, visible for one month)</b>	\$500	N/A
<b>Home Page Banner Rotation</b>	\$250	N/A
<b>E-zine Op-Ed</b>	\$350	\$700
<b>E-Zine Sponsorship</b>	\$350	\$700
<b>Standalone E-Blast</b>	\$750	\$1,000
<b>Social Media Posts (FB, Instagram, LinkedIn)</b>	\$150	N/A
<b>Educational Webinar, upon approval</b>	\$1,000	\$1,500
<b>Survey Monkey (up to six questions, upon approval)</b>	\$1,500	N/A
<b>Career Center Job Posting*</b>	<a href="#">See options</a>	<a href="#">See options</a>
<b>Website Announcement, 1 week, upon approval</b>	\$250	\$400
<b>Calendar Events, upon approval</b>	\$150	\$200

# ADVERTISING SPECIFICATIONS

## 1. Social Media

### Digital Logos:

- Minimum width: 1200 pixels
- Minimum height: 1200 pixels
- Format: .JPG or .PNG
- Aspect ratio: 1:1
- Maximum file size: 200KB

### Social Media (Instagram Square) Advertising Post – Requirements:

- Minimum width: 1080 pixels
- Minimum height: 1080 pixels
- Format: .JPG or .PNG
- Aspect ratio: 1:1
- Maximum file size: 30MB
- Image Text: 25 characters
- Caption Text: 125 characters
- Hashtags: 10 character maximum

### Image Suggestions:

NANP partners should provide their own brand images (people, products, services) sized as stated above.

Free images can be found on websites like [pexels](#), [unsplash](#), [pixabay](#) or other similar websites. We recommend these types of images for use in NANP social media posts. **NOTE: the NANP does not provide or pay for any images for partner social media ads.**

Please submit high-quality images that are related to/relevant to the text you provide to the NANP.



If your post will be a “quoted” image, choose a photo with a large amount of space where the text will be placed. For ease of reading your ad, we recommend avoiding backgrounds that are too busy, or with too many elements or colors.

### Additional Information:

The NANP social media team uses Canva templates for finalizing all partner social media posts. The template is standardized and will not be altered.

The NANP reserves the right to:

- add the NANP avatar to all social media posts.
- apply filters and edit the image if necessary.
- add additional design elements to create a more positive or aesthetic post if necessary.
- reject any image for any reason.
- change the font, the size, and the color of every element in the post.
- use typography standards to create more visual interest or enhance the professionalism to your image.





**Collage images are not permitted.**

### **Deliverables & Timing:**

Image files that meet the above requirements must be submitted to [editor@nanp.org](mailto:editor@nanp.org) a minimum of twenty-eight (28) business days before the contractually agreed upon scheduled date of posting.

The NANP will provide you with one round of review and minor edits no later than fourteen (14) business days before the contractually agreed upon scheduled date of posting.

Review and edits must be submitted to [editor@nanp.org](mailto:editor@nanp.org) within ten (10) business days before the contractually agreed upon scheduled date of posting.

## **2. NANP Op Ed Specifications:**

This piece tells a story about our partner. The goal is to showcase the unique viewpoint of the writer – and highlight their feelings about the partner/product/event.

This piece will use the author’s personal experience to make the piece authentic and grab the reader’s attention. The Partner Op Ed is not a dry piece written in the third person that anyone could sign.

Example: if the Op Ed is authored by the President of the NANP Board of Directors, he/she may include a personal anecdote about how the partner has made an impact on him/her personally, in his/her own business affairs, or has affected the industry at-large.

The Op Ed ought to be timely. To make the article newsworthy, tie it to an issue or action that is current.

Example: Review of a new program or product; or a report released on program results.

### **Submitting a Partner Op Ed:**

- Consider NANP’s audience when determining which company story to tell.
- Single authors make the Op Ed more effective. Any story is told better with one point of view that is personally relatable. Think about who in the NANP is best to tell your story: the Executive Director? The NANP President of the Board? The NANP Marketing Specialist? The NANP Education Specialist? We can provide guidance on author selection.
- Keep it simple. The most effective Op Eds will follow one clear message or idea and include 2-3 supporting points. The Op Ed avoids jargon, sale-sy language, and uses simple, short sentences.
- Close on a strong note. Your piece needs to end with a call to action that you’d like the reader to take.
- NANP Op Eds cannot be longer than 600 words.
- NANP Op Eds always features a headshot of the NANP author.
- The Op Ed will also feature ONE company logo or product image (see below).
- The Op Ed comes from the author (an NANP Officer, Board member, Team member or member at large) as opposed to an outside party or the partner itself.
- The “from” email for the Op Ed is always the NANP Editor [editor@nanp.org](mailto:editor@nanp.org).
- Send your draft Op Ed article to [editor@nanp.org](mailto:editor@nanp.org) and plan for a 10-15-minute interview with the NANP Marketing Specialist to review the content and make suggestions on the author, any messaging changes, etc.

## Digital Logos:

- Minimum width: 1200 pixels
- Minimum height: 1200 pixels
- Format: .JPG or .PNG
- Aspect ratio: 1:1
- Maximum file size: 200KB

## Deliverables & Timing:

10-15-minute interview with the NANP Marketing Specialist to review the content of your Op Ed submission and make suggestions on the position statement, author, any messaging changes, etc.

Image files that meet the above requirements must be submitted to [editor@nanp.org](mailto:editor@nanp.org) a minimum of twenty-eight (28) business days before the contractually agreed upon scheduled date of Op Ed.

The NANP will provide you with one round of review and minor edits no later than fourteen (14) business days before the contractually agreed upon scheduled date of Op Ed.

Review and edits must be submitted to [editor@nanp.org](mailto:editor@nanp.org) within ten (10) business days before the contractually agreed upon scheduled date of Op Ed.

## 3. NANP Nourishing Bytes Sponsorship Specifications:

Put your brand in front of NANP members and prospects in this subscriber-focused must-read bi-monthly ezine.

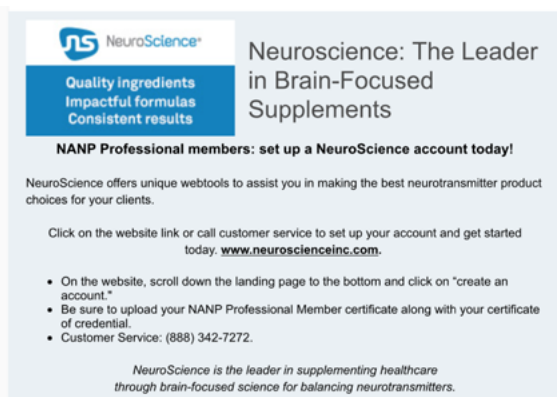
This bi-monthly electronic magazine ("ezine") enjoys a high level of readership with an average of 30% open rate.

As the sole, exclusive sponsor of the bi-monthly ezine, your business information will be the only partner content delivered to 7,000+ NANP subscribers each month.

The NANP Marketing Specialist and Development Coordinator will work with you to find the right sponsorship date.

Here are some tips to selecting an issue in the NANP editorial calendar that will work for you and your business:

- Look at your business/marketing plan. Refer to your product launches, special news or events on your company's own marketing calendar.
- The NANP editorial calendar includes special clinical focus, national health awareness topics, and relevant industry news and events. Do any of these content subjects speak to you?
- The NANP determines the context of most articles in each given edition, but we can also make modifications to support content specific to your product, news or event. This is subject to the Nourishing Bytes Editor's discretion.
- You may submit one "advertisement" to run in the ezine that follows the design below:
  - Advertisement cannot be longer than 600 words.
  - Advertisement will also feature ONE company logo or product image (see below).



The image shows a promotional graphic for Neuroscience. On the left is the Neuroscience logo (NS) and a blue box with the text: "Quality ingredients", "Impactful formulas", "Consistent results". To the right, the headline reads "Neuroscience: The Leader in Brain-Focused Supplements". Below this, it says "NANP Professional members: set up a Neuroscience account today!". A paragraph follows: "NeuroScience offers unique webtools to assist you in making the best neurotransmitter product choices for your clients." Below that is a call to action: "Click on the website link or call customer service to set up your account and get started today. [www.neuroscienceinc.com](http://www.neuroscienceinc.com)". A bulleted list provides instructions: "On the website, scroll down the landing page to the bottom and click on 'create an account.'", "Be sure to upload your NANP Professional Member certificate along with your certificate of credential.", and "Customer Service: (888) 342-7272.". At the bottom, a tagline reads: "NeuroScience is the leader in supplementing healthcare through brain-focused science for balancing neurotransmitters."

**Digital Logos:**

- Minimum width: 1200 pixels
- Minimum height: 1200 pixels
- Format: .JPG or .PNG
- Aspect ratio: 1:1
- Maximum file size: 200KB

**Deliverables & Timing:**

Image files that meet the above requirements must be submitted to [editor@nanp.org](mailto:editor@nanp.org) a minimum of twenty-eight (28) business days before the contractually agreed upon scheduled date of ezine sponsorship date.

The NANP will provide you with one round of review and minor edits no later than fourteen (14) business days before the contractually agreed upon scheduled date of ezine sponsorship date.

Review and edits must be submitted to [editor@nanp.org](mailto:editor@nanp.org) within ten (10) business days before the contractually agreed upon scheduled date of ezine sponsorship date.

The NANP reserves the right to reject any image for any reason.

Partners may not cancel orders for, or make changes in, advertising after the closing dates of the ezine.

The NANP is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.