

# NANP PARTNER OPPORTUNITIES

Build a custom NANP annual partnership!

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



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

Review the opportunities below and determine which would most effectively position your message in front of NANP members and our larger community of holistic nutrition enthusiasts. Add up the cost to determine which level of Partnership is right for you! Most opportunities are also available on an Ad Hoc non-partner basis.

Ongoing Opportunities	Partner Pricing	Non-Partner Pricing
Logo on NANP Partner Page	No Charge	N/A
NANP Home Page Banner Rotation	No Charge	N/A
Social Media Posts (upon approval)	\$250	N/A
Calendar Events, upon approval	\$200	N/A
Annual Membership Discount Program	\$500	\$750
Nourishing Bytes advertorial (+ 11,000 subscribers)	\$500	\$750
Nourishing Bytes sponsorship (+ 11,000 subscribers)	\$350	\$500
NANP.ORG Home page ad (dedicated ad space)	\$500/week or \$1,500/month	\$750/week or \$2,300/month
NANP.ORG Secondary Pages ad (up to 3 ads in rotation)	\$350/week or \$1,000/month	\$500/week or \$1,500/month
Standalone E-Blast, Full List (+ 11,000 subscribers)	\$750	\$1,000
Standalone E-Blast, NANP Members (1,000 - 1,500 members)	\$500	N/A
Nourishing Your Practice Weekly Podcast Sponsorship	\$125/\$400 per month	N/A
Taste Buds Webinar	\$1,000	\$1,500
NANP Deminar (Educational Demonstration)	\$1,000	\$1,500
Survey Monkey (up to six questions, upon approval)	\$1,500	N/A
HEALCon Pricing	TBD	TBD

## Opportunity Descriptions:

- **Logo on NANP Partner Page** – Included in your Partnership.
- **NANP Home Page Banner Rotation** – Included in your Partnership.
- **Social Media Posts on Instagram, LinkedIn, YouTube, and Twitter** (upon approval) – Included in your Partnership.
- **Calendar Events** (upon approval) – Included in your Partnership.
- **E-zine Advertorial** – Your company advertisement + editorial in our highly regarded bi-weekly e-zine Nourishing Bytes.
- **E-Zine Sponsorship** – Your company banner sponsoring our highly regarded bi-weekly e-zine Nourishing Bytes.
- **NANP.org Home page Ad** (one ad only) – Your company ad in THE premier spot on the home page of our website.
- **NANP.org Secondary Pages Ad** (up to 3 ads in rotation) – Your company ad in a premier spot on a secondary page of our website.
- **Standalone E-Blast, Full Subscriber List** (~11,000 subscribers) – Create dedicated copy and images to be sent to our full list of subscribers.
- **Standalone E-Blast, NANP Members** (1,000 - 1,500 members) – Create dedicated copy and images to be sent to our exclusive list of NANP members.
- **Weekly Nourishing Your Practice Podcast Sponsorship** – Visibility on our website AND in our weekly podcast.
- **Taste Buds Webinar** Put your product in front of (and in the hands of) our knowledgeable and influential group of holistic nutrition professionals through this series of dedicated product 'tastings'.
- **NANP Deminar** (Educational Demonstration) – A great way to educate our community about your product or service!
- **Survey Monkey** (up to six questions, upon approval) – Want to REALLY know what our subscribers think about something near and dear to your company's heart? This is a great way to find out!
- **HEALCon Pricing** – Email [monica@nanp.org](mailto:monica@nanp.org) or go to HEALCon.org.

## Annual Partnership Costs:

- **SILVER** Partnership: \$3,600
- **GOLD** Partnership: \$4,900
- **PLATINUM** Partnership: \$6,200
- **PREMIER** Partnership: \$7,500
- **PREMIER PLUS** Partnership: starting at \$10,000

# ADVERTISING SPECIFICATIONS

## 1. Digital Deliverables

### Branded Images and Logos:

- Minimum width: 1200 pixels
- Minimum height: 1200 pixels
- Format: .JPG, .PNG, .EPS, .AI, or .PDF
- If providing Adobe Illustrator .AI or .PDF files, please use "Create Outlines" option so no fonts are required
- Maximum file size: 500KB

### 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. **NOTE: the NANP does not provide or pay for any images for partners.**

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

Collage images are not permitted.

## 2. Copy Submission:

The NANP marketing team uses Constant Contact and Canva templates for finalizing all partner marketing. 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 piece if necessary.
- reject any image for any reason.
- change the font, the size, and the color of every element in the piece.
- use typography standards to create more visual interest or enhance the professionalism to your image.
- rewrite or suggest copy edits to any text submissions for any reason.

## 3. Deliverables and Timing:

Image and text files that meet the above requirements must be submitted to the NANP marketing team a minimum of twenty-eight (28) business days before the contractually agreed upon scheduled date of marketing campaign.

Review and edits must be submitted to the NANP marketing team within ten (10) business days before the contractually agreed upon scheduled date of posting.

The NANP will provide you with two rounds of review and minor edits, with one final review, no later than seven (7) business days before the contractually agreed upon scheduled date of the marketing campaign.

## 4. NANP Advertorial Specifications:

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

The Advertorial 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 Advertorial:

- Consider NANP's audience when determining which company story to tell.
- Any story is told better with one point of view that is personally relatable.
- Keep it simple. The most effective Advertorial will follow one clear message or idea and include 2-3 supporting points. The Advertorial 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 Advertorials cannot be longer than 600 words.
- NANP Advertorials may feature a headshot of the author.
- The Advertorial may also feature ONE company logo or product image (see below).
- Send your draft Advertorial article to the NANP marketing team 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.
- For a list of words and phrases that may or may not be used in NANP marketing please reference the Scope of Practice document on our website at: <https://nanp.org/scope-of-practice/>

## 5. NANP Nourishing Bytes Sponsorship Specifications:

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

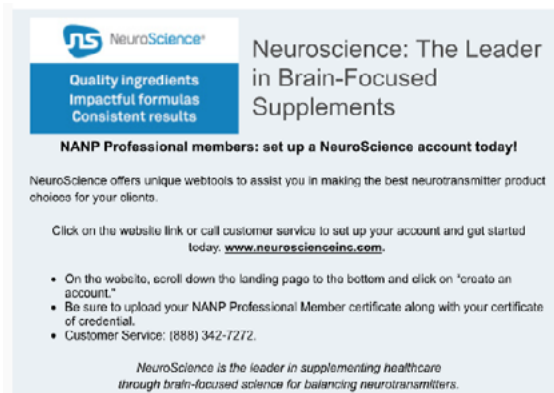
This bi-monthly electronic magazine ("ezine") enjoys a high level of readership with an average of 30% open rate.

As the exclusive sponsor of the bi-monthly ezine, your business information will be delivered to 10,000+ 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 400 words.
  - Advertisement will also feature ONE company logo or product image (see below).



The image shows a screenshot of a Neuroscience advertisement. At the top left is the Neuroscience logo with the tagline "Quality Ingredients, Impactful formulas, Consistent results". To the right, the headline reads "Neuroscience: The Leader in Brain-Focused Supplements". Below this, a call to action states "NANP Professional members: set up a Neuroscience account today!". A sub-headline says "NeuroScience offers unique webtools to assist you in making the best neurotransmitter product choices for your clients." The main body of text instructs users to "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 further 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."

### Partner Advertising Fine Print

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

Partners may not cancel orders for, or make changes in, advertising after the final review period has closed for any marketing campaign.

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).