



Media Kit 2022 – 2023

Unique access to the only nutrition professionals in Québec

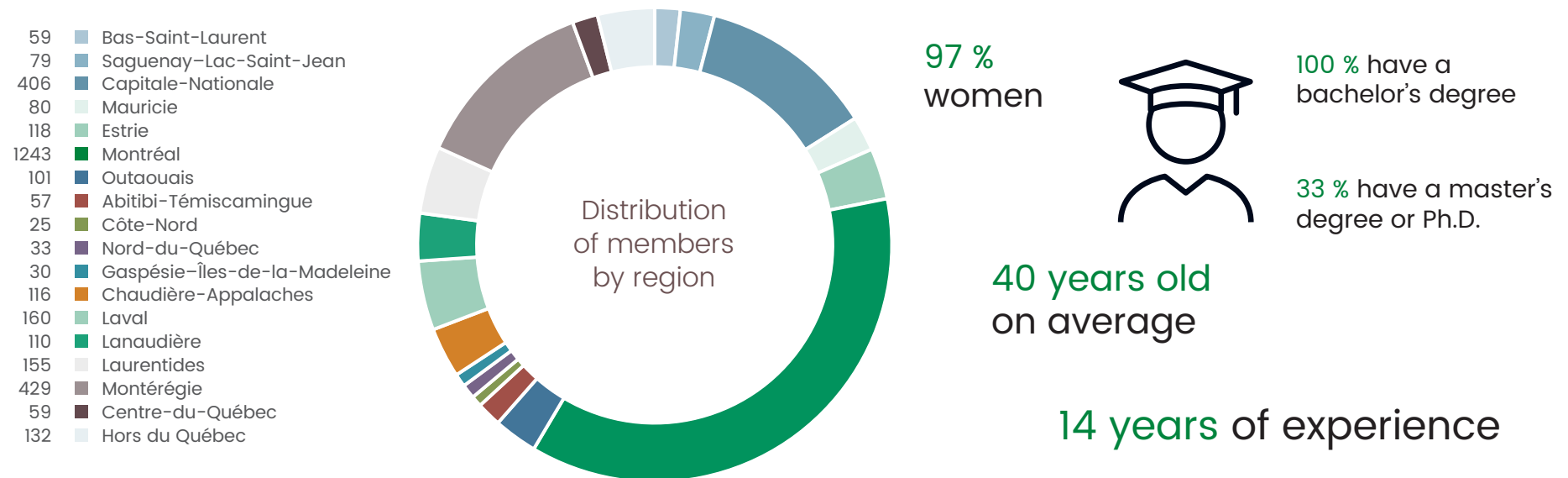


Ordre des diététistes
nutritionnistes
du Québec

Would you like to make contact with all the dietitians/nutritionists in the province?

The ODNQ is the only organization that brings together all 3 392 nutrition professionals in Québec, regardless of where they practise.

Food is the foundation of life, and dietitians/nutritionists are the only experts in this field. Playing a role that is essential in every stage of life, the profession of dietitian/nutritionist is increasingly featured in the media and in the daily lives of Quebecers.



Our members work in many different fields

- | | |
|------------------------------|----------------------------------------------------|
| 74 % Clinical nutrition | 7 % Communications, public relations and marketing |
| 14 % Public health | 5 % Research |
| 8 % Food management services | 2 % Agrifood and biopharmaceuticals |
| 7 % Management | 1 % Teaching |

Nutrition magazine

As well as being offered to all our members, *Nutrition* magazine is now also available to the public. It is published on the ODNQ website and distributed to our 3 392 members, to other professional orders, to private practices and throughout the healthcare network. An excellent opportunity for visibility with dietitians/nutritionists, healthcare professionals and the general public.

Issue	Submission deadline for advertising materials	Issue date
Fall	Third week of October	Third week of November
Winter	Second week of February	Second week of March
Spring	Third week of May	Third week of June

Rate Grid – Nutrition magazine			
Back cover	Full page	1/2 page	1/4 page
\$2 200	\$2 000	\$1 100	\$750

Full page	1/2 page horizontal	1/4 de page vertical	1/4 de page horizontal
8 1/2" X 11"	8 1/2" X 5"	3 3/4" X 5"	8 1/2" X 3 1/2"



For the exact submission deadlines and issue dates, please check our

odnq.org

ODNQ Annual Conference

Every year, the ODNQ conference gathers dietitians/nutritionists together around current topics related to the practice. Now offered in a hybrid format, in-person and remotely, it reaches even more members province-wide. Take advantage of this opportunity for visibility all across Québec by participating in this training event for dietitians/nutritionists.

Number of participants :

100 people in person,
150 people online (estimate)

Plus :

A recording of the conference will be available for purchase after the event, for even greater visibility.

Visibility – Conference	Gold	Silver	Bronze	À la carte
	\$3 000	\$2 000	\$1 000	
Your logo* and the name of your organization in the event ads > ODNQ newsletter > Homepage of members-only web platform > 2022 conference page on the ODNQ website	x	x	x	
Thanks during the opening and closing of the event	x	x	x	
Your logo* in the thank-you email to participants	x	x	x	
A banner and access to the event for networking purposes (replaced by a customized group postal mailing in the event of a 100% virtual event)	x	x	x	\$800
Your ad inserted in the participants' pack (print document for in-person, digital document for remote participants)	x	x	x	
Your logo* on the sponsors' screen at the beginning and end of the conference	x	x	x	
Customized group emailing to over 2,500 members a week before the event	x	x		
Your ad in the participant's workbook	1/2 page	1/4 page		
Form, in the thank-you email to participants, inviting them to send questions directly to the sponsor	x			
Screening of your corporate video (30–45 seconds) and a speech (2 min) during the day	x			
Official lunch sponsor (5-minute speech, logo on the menu and thanks at the beginning of the day and at lunch)				\$2 000
Official break sponsor (2-minute speech, logo on the sponsors' screen during the break and thanks at the beginning of the day and during the break)				\$1 000

*The size of the logo in the ads will be based on the sponsorship plan: Gold – large, Silver – medium, Bronze – small.

Annual Prize and Award Gala

Join in on the ODNQ's recognition event celebrating the members' engagement and the profession's outreach. The ODNQ is hosting a hybrid event to offer the best of both worlds. An event where the finalists can come together, broadcast live for all our members and the general public in every region of Québec. Don't miss this festive occasion and the visibility it offers all across the province!

Number of participants :

75 to 100 people in person,
200 people online (estimate)

Plus :

The gala will be available for rescreening and accessible on our website for one year.

Visibility – Gala	Gold	Silver	Bronze	À la carte
	\$3 000	\$2 000	\$1 000	
Your logo* and the name of your organization in the event ads	x	x	x	
Thanks during the opening and closing of the event	x	x	x	
Your logo* in the thank-you email to participants	x	x	x	
Official thanks during the opening of the Gala				
Logo with hyperlink on Awards webpages on the ODNQ website	x	x	x	
Logo on the event program and in communications announcing the finalists	x	x	x	
Logo in post-event ads	x	x	x	
Name of your organization mentioned the ODNQ newsletter (distributed to 3,200 members) and on our Facebook and LinkedIn pages (7,500 subscribers)	x	x	x	
Customized group emailing to 2,500 members, one week after the event	x	x		
Ad in <i>Nutrition</i> magazine – Fall 2022 edition	1/4 page	1/4 page		
Logo on the Finalists' Panel slide at the event	x			
Your logo and the name of your organization associated with an award, logo on the trophy given to the winner	x			
2-minute speech for the presentation of the award or screening of your corporate video (30–45 seconds)	x			
Reception sponsor (2-minute speech, logo on the screen and thanks during the reception)				\$1 500

* The size of the logo in the ads will be based on the sponsorship plan: Gold – large, Silver – medium, Bronze – small.

Rate table

Publication				
	Back cover	Full page	1/2 page	1/4 page
Nutrition magazine	\$2 200	\$2 000	\$1 100	\$750
Event packages				
	Gold	Silver	Bronze	
Conference	\$3 000	\$2 000	\$1 000	
Gala	\$3 000	\$2 000	\$1 000	
Events à la carte				
Conference – Official lunch sponsor			\$2 000	
Conference – Official break sponsor			\$1 000	
Conference – Advertising insert			\$800	
Gala – Reception sponsor			\$1 500	
Customized mailing				
Customized email			\$1 per member ¹	
Customized postal mailing, excluding postage costs			\$2 per member ¹	

Double up to save !

Two commitments²,
save **5 %**

Three commitments²,
save **10 %**

Four commitments²
or more, save **15 %**

1. Estimated number of members who have authorized commercial mailings: **2 500**. Limited availability based on schedule established by the ODNQ.
2. By commitment, we mean one publication in Nutrition magazine or one participation in an event.



CONTACT US NOW !

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Ordre des diététistes-nutritionnistes du Québec

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