

# SDA 2024 MEDIA KIT



Thought Leadership



Education & Networking



Weekly & Monthly E-Publications



Year Round Engagement



Brand & Product Awareness



# DIGITAL ADVERTISING NEWSLETTERS

4 WAYS TO ENGAGE

CLICK HERE FOR SPECS  
DEADLINES & HOW TO  
SUBMIT CONTENT

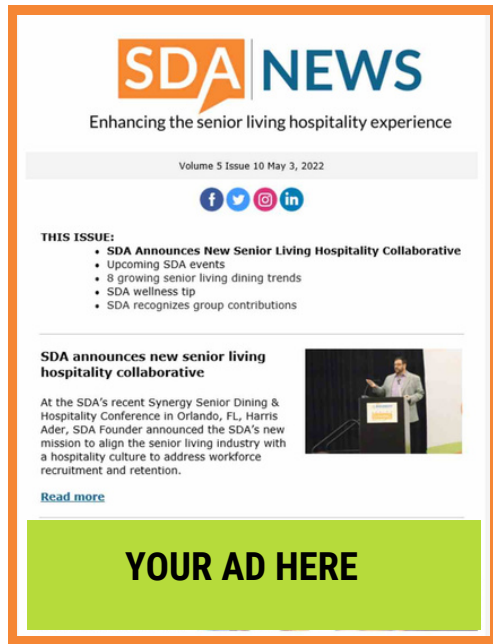


## 2023 STATS

Average Open Rate: **27%**  
Average Click Rate: **3.24%**

### SDA NEWS WEEKLY NEWS

SDA NEWS our weekly e-newsletter, published every Tuesday and sent to our distribution list of 5,000 subscribers.



#### Advertising Rates Per Insertion\*

Tier 1 (below first article)	\$750
Tier 2 (upper placement)	\$700
Tier 3 (middle placement)	\$650
Tier 4 (lower mid placement)	\$600
Tier 5 (lower placement)	\$600

\* Minimum of 2 consecutive weeks maximum of 4 consecutive weeks.

#### AD INFORMATION

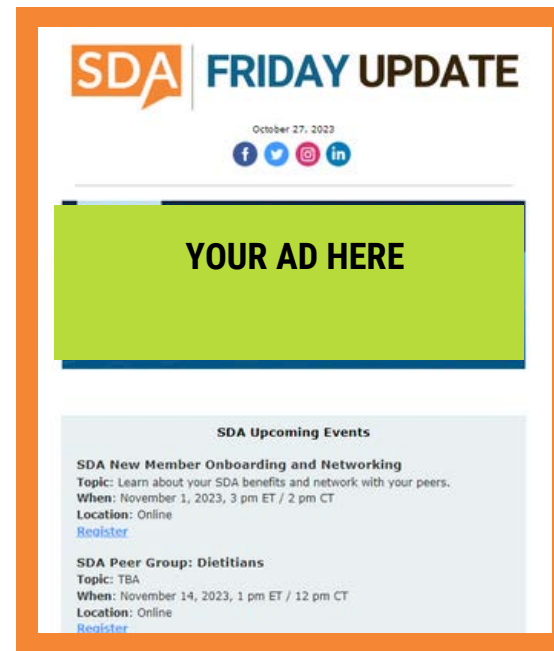
**DIMENSIONS** 550(W) X 200(H)  
**CREATIVE TYPE** JPG/PNG  
**MAX FILE SIZE** 25KB

## 2023 STATS

Average Open Rate: **23.42%**  
Average Click Rate: **2.23%**

### SDA FRIDAY UPDATE

The SDA's Friday Update, published every Friday and sent to our distribution list of 5,000 subscribers.



#### Advertising Rates Per Insertion

Tier 1 -	\$950
Tier 2 -	\$900

#### AD INFORMATION

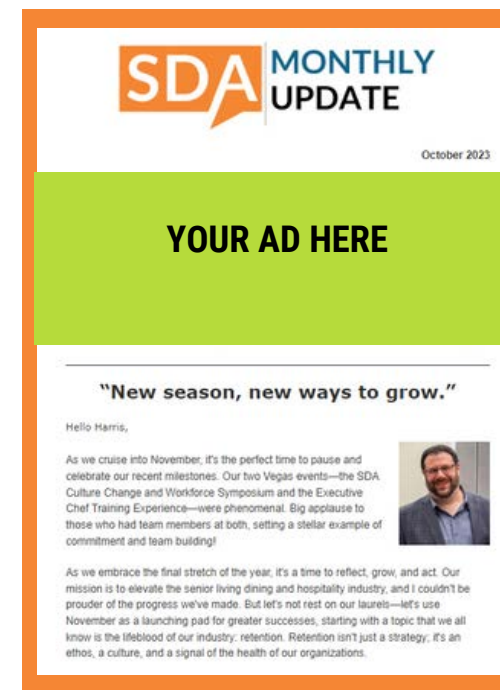
**DIMENSIONS** 550(W) X 200(H)  
**CREATIVE TYPE** JPG/PNG  
**MAX FILE SIZE** 25KB

## 2023 STATS

Average Open Rate: **26.6%**  
Average Click Rate: **4.29%**

### SDA MONTHLY UPDATE

The SDA's Monthly Update, published last Monday of every Month and sent to our distribution list of 5,000 subscribers.



#### Advertising Rates Per Insertion

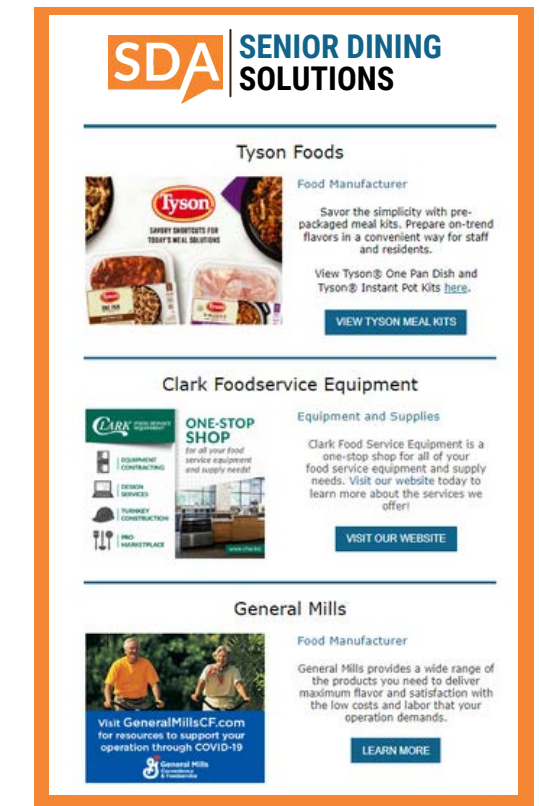
Tier 1 -	\$1,250
Tier 2 -	\$1,000

#### AD INFORMATION

**DIMENSIONS** 550(W) X 200(H)  
**CREATIVE TYPE** JPG/PNG  
**MAX FILE SIZE** 25KB

### SENIOR DINING SOLUTIONS

Senior Dining Solutions NEW Quarterly e-newsletter focuses on solutions and innovations for our members and subscribers.



#### Advertising Rates Per Insertion

Tier 1 - (cluster 1-3)	\$950	<b>Published</b>
Tier 2 - (cluster 4-6)	\$900	<b>Q1</b> - March 21
Tier 3 - (cluster 7-9)	\$850	<b>Q2</b> - June 20
Tier 4 - (cluster 10-12)	\$800	<b>Q3</b> - Sept. 19
		<b>Q4</b> - Nov. 21

#### AD INFORMATION

**DIMENSIONS** 750(W) X 750(H)  
**CREATIVE TYPE** JPG/PNG  
**MAX FILE SIZE** 25KB



# MARKETING ENGAGEMENTS

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER | CONTENT SERVICES | BRAND AWARENESS



## CONNECT THROUGH CONTENT

Every week, the SDA NEWSLETTER features three to four newly developed articles by the SDA.

CLICK HERE FOR SPECS  
DEADLINES & HOW TO  
SUBMIT CONTENT



## Highlighting SDA Industry Partners: A Spotlight Article

NEW

We're excited to offer a special feature article on our website and newsletters showcasing SDA industry partners. This is a great opportunity for you to share unique products, services, and stories to our engaged audience. The cost for this dedicated spotlight is **\$1,500**.

## SDA Content Ads: Static or Video

NEW

Are you interested in placing ads on our website's blog posts or articles? Choose between a banner or video ad format, with a minimum order of two insertions, starting at just **\$750** per insertion (minimum of 2).

**Ad Size:** 1920 x 200 **File Type:** Jpeg or PNG **Video File link:** must come from Youtube or Vimeo

**EXTENDING ONBOARDING FOR NEW MANAGERS AND TEAM MEMBERS**  
October 17, 2023 | Leadership Development, Training

**10 WAYS TO OPTIMIZE YOUR DINING COMMITTEE**  
October 9, 2023 | Resident Experience

The dining committee serves as an invaluable bridge between residents and dining services. But how do you ensure this committee is running at peak efficiency? Here are 10 tips to supercharge your dining committee for a better resident experience.

- 1. Clearly Define Roles and Objectives**  
From the get-go, set clear expectations for the committee members. This ensures everyone is on the same page about the committee's goals and their individual roles.
- 2. Regular Meetings**  
Consistency matters. A set schedule for meetings helps maintain momentum and keeps everyone informed.
- 3. Data-Driven Decisions**  
Use surveys and other metrics to validate decisions. Data provides an objective standpoint and helps identify areas for improvement.
- 4. Collaboration Across Departments**  
Encourage the committee to collaborate with other departments like activities and healthcare services. A holistic approach usually yields the best results.
- 5. Training and Orientation**  
New members should undergo a brief training session. This sets them up for success and ensures they understand their roles.
- 6. Tackle Resident Issues Proactively**  
Residents may try to skirt dining rules, such as taking extra food. Use your committee to

...cess, often lasting just a week or two, is rapidly becoming like senior living and hospitality. A more extended onboarding process, lasting from three to six months, can significantly improve resident satisfaction. This idea was recently discussed in the Senior Living and Culture Change Symposium. Let's dive into why and how.

**Onboarding**

...ly scratches the surface. Managers and new hires need to understand company culture, understand their role, and build relationships.

...res new hires adapt to the company's values and culture. It takes time to identify and fill skill gaps. This process increases job satisfaction, reducing the chances of early turnover.

**Extended Onboarding Process**

**Phase 1: Introduction (Week 1)**

...values and culture.

...members.

**Phase 2: Development (Weeks 2-4)**

# MEMBER ENGAGEMENT & EDUCATION

THOUGHT LEADERSHIP | LEAD GENERATION | WEB TRAFFIC DRIVER | CONTENT SERVICES | BRAND AWARENESS

## Connect with Senior Dining Professionals through your Subject Matter Expertise!

Our members are invested in improving their dining programs. You can be a part of their process by participating in educational webinars, chats sessions, and virtual focus groups. By sharing your expertise, you will provide valuable insights that will help them grow both personally and professionally.

## WEBINARS

### SPONSOR SDA EDUCATIONAL WEBINARS

Partner with the SDA in educating operators about topics relevant to senior living dining operations. Display your company brand during the webinar to build brand recognition and introduce your organization.

**Cost: \$3,000**

### LIVE WEBINAR WITH YOUR CONTENT

Do you have a new innovation or research relevant to senior living dining programs? Deliver powerful, engaging content that generates targeted high-quality leads while allowing valuable real-time interaction with prospects. Free for the public to attend but targeted to senior living and dining professionals. **Cost: \$3,500**

### Webinar Formats

Topic: Collaborate with SDA team to provide maximum value to our audience

- 45 minutes presentation & Q&A
- 2-3 Panelists and SDA Moderator
- Partner supplied slide deck and speakers

## CONVERSATIONS

### SDA CHAT SESSION **NEW**

SDA Chats are moderated small group discussions for senior dining professionals. SDA Chats give participants an opportunity to Learn, get advice, and share experiences. The sponsor is the only company participating in the Chat.

**Cost: \$2,500 per session**

### VIRTUAL FOCUS GROUP **NEW**

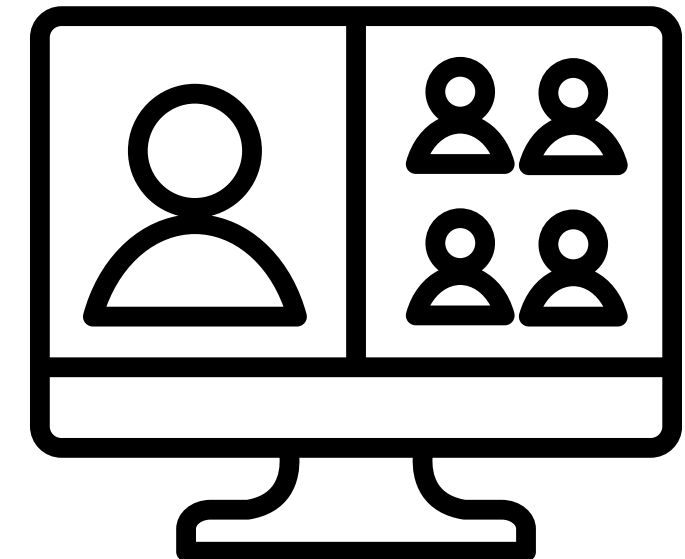
Moderate a small virtual focus group discussion. The SDA Focus Group gives sponsors an opportunity to share products and ideas and brainstorm with members. To optimize the experience the event is limited to a maximum of 15 attendees

**Cost: \$3,000**

### Packages include the following:

- SDA Marketing Included: weekly newsletters, social media, and direct email blast.
- Brand on registration landing page, SDA Marketing above & during live webinar
- Contact information for all registrants
- Recording of webinar & analytics

CLICK HERE FOR SPECS  
DEADLINES & HOW TO  
SUBMIT CONTENT





# EMAIL & WEBSITE ADVERTISING



LEAD GENERATION | THOUGHT LEADERSHIP | NEW PRODUCT LAUNCH | WEB TRAFFIC DRIVER | BRAND AWARENESS

## EMAIL FOR DIGITAL ADVERTISING

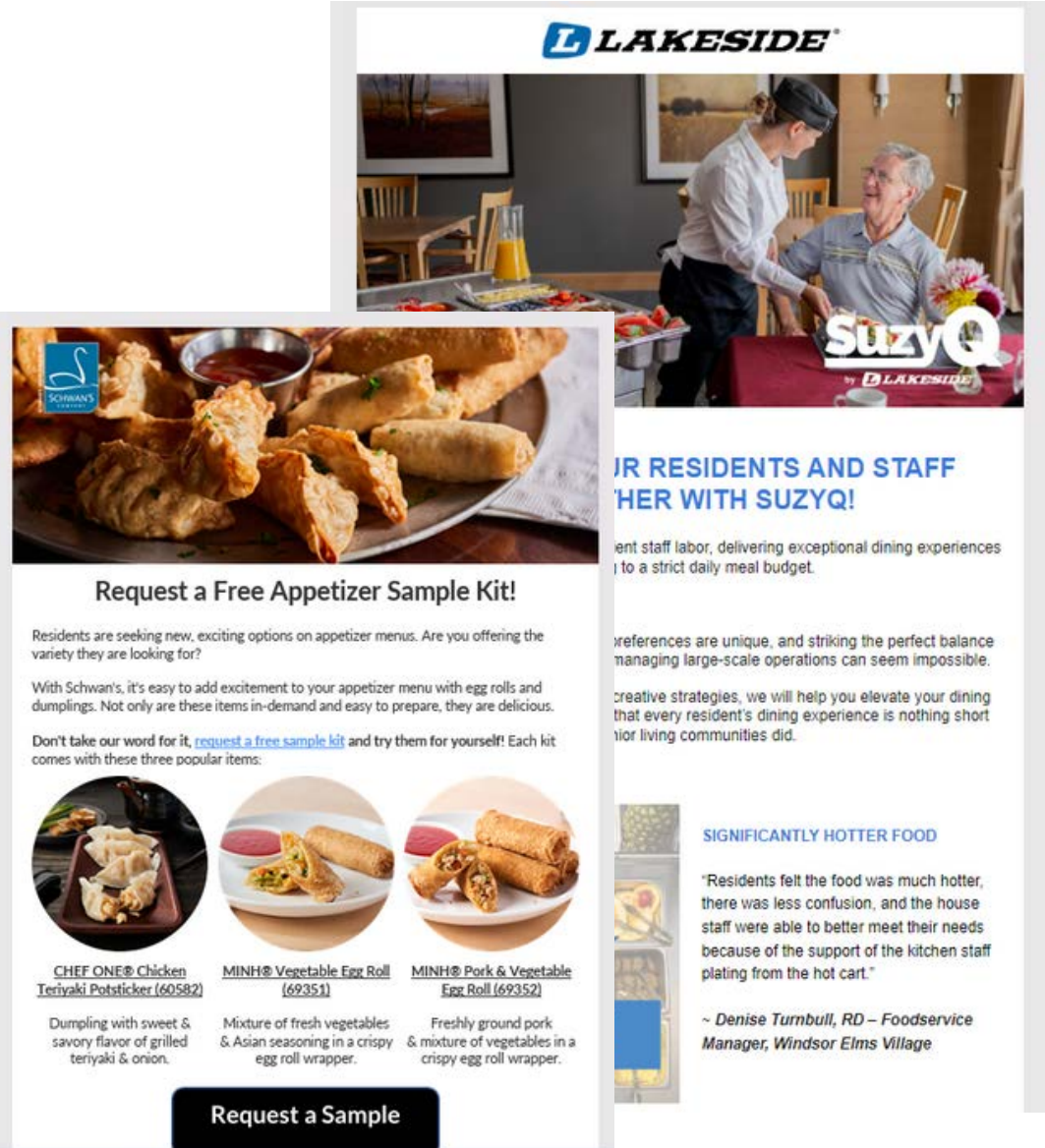


A sponsored email is the best way to promote your call to action campaign to drive SDA members & subscribers directly to your own website. We will send out a dedicated, sponsored email to promote your product or service. All sponsored emails are labeled as [Sponsored] at the start of the subject line. SDA will provide basic open rates upon request.

**Sponsored email cost: \$3,000 per send**

**SUBSCRIBER LIST: 5,000 +**  
**2023 STATS**  
**AVERAGE OPEN RATE: 27.13%**  
**AVERAGE CLICK RATE: 2.40%**

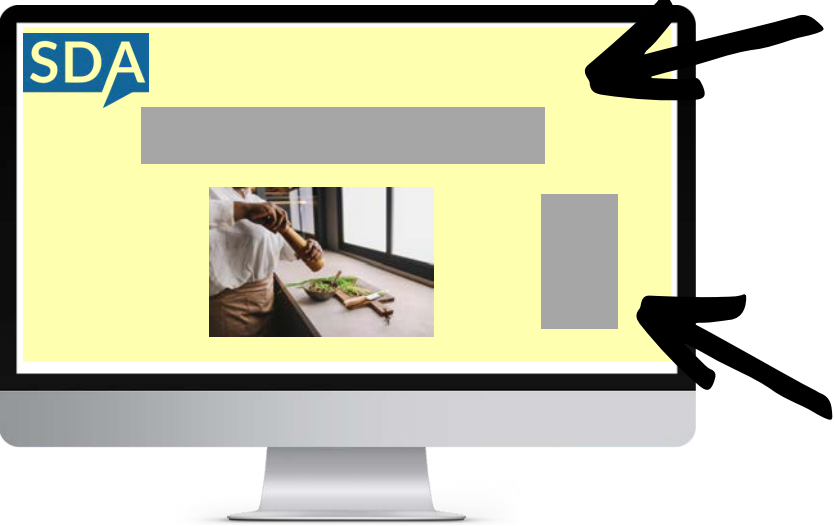
**CLICK HERE FOR SPECS DEADLINES & HOW TO SUBMIT CONTENT**

## DIGITAL ADVERTISING WEBSITE

The SDA receives an average of 77,960 page views per year

**WEBSITE ADVERTISING**  
**Cost per Month: \$850**



**Banner Ad Top of Page**

<b>WEBSITE AD</b>	
<b>DIMENSIONS</b>	1080(W) X 120(H)
<b>CREATIVE TYPE</b>	JPG/PNG
<b>MAX FILE SIZE</b>	25KB

**Box Ad (Events page)**

<b>WEBSITE AD INFORMATION</b>	
<b>DIMENSIONS</b>	200(W) X 400(H)
<b>CREATIVE TYPE</b>	JPG/PNG
<b>MAX FILE SIZE</b>	25KB

### Location Pages

- Home page
- SDA News
- Professional Membership page
- Member Log-in page
- Events page

# PRINT ADVERTISING

THOUGHT LEADERSHIP | BRAND AWARENESS | NEW PRODUCT LAUNCH

## PRINT MAGAZINE

Hospitality & Dining - The Premier Magazine of the Senior Dining Association

As the chief publication of the Senior Dining Association, Hospitality & Dining is distributed to SDA members and subscribers. For greater visibility, an electronic version is also available.

### Advertising Rates Per Insertion

	1 x	2 x	Ad Dimensions
			WIDTH HEIGHT
Cover wrap insert	\$7,000		
Two page spread	\$5,600	\$5,400	11" x 17"
Outside back cover	\$4,500	\$4,300	8.5" x 11"
Inside front & back cover	\$3,950	\$3,750	8.5" x 11"
Full page	\$3,000	\$2,800	8.5" x 11"
Half page	\$2,250	\$2,000	8.5" x 5.5"

### Advantages of Advertising

- Budget-friendly approach to reaching industry leaders
- Exposure to over 2,000 readers, including national, regional and state-level senior living companies
- Advertisers' websites are linked in the digital magazine found on the SDA website
- Discounts available for multiple ad insertions

#### Publications

Summer 2024

Winter 2024

#### Material Deadlines

June 1

September 1

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Publisher assumes no responsibility for reproduction quality of advertising materials submitted without proofs or in formats outside of the specifications listed in these art requirements. All space requests are accommodated at the discretion of the publisher and space available. Publisher also has the right to refuse any advertisement submitted. Rates are subject to change. 25% premium for non-members. Publish dates are subject to change.



# SDA VIRTUAL EXPO

June 5th-6th, 2024  
December 4th-5th, 2024  
Virtual



LEAD GENERATION | THOUGHT LEADERSHIP | NEW PRODUCT LAUNCH | WEB TRAFFIC DRIVER | BRAND AWARENESS

## Price

EXHIBITOR COST PER EVENT: \$500

SPONSOR COST PER EVENT: \$1,250

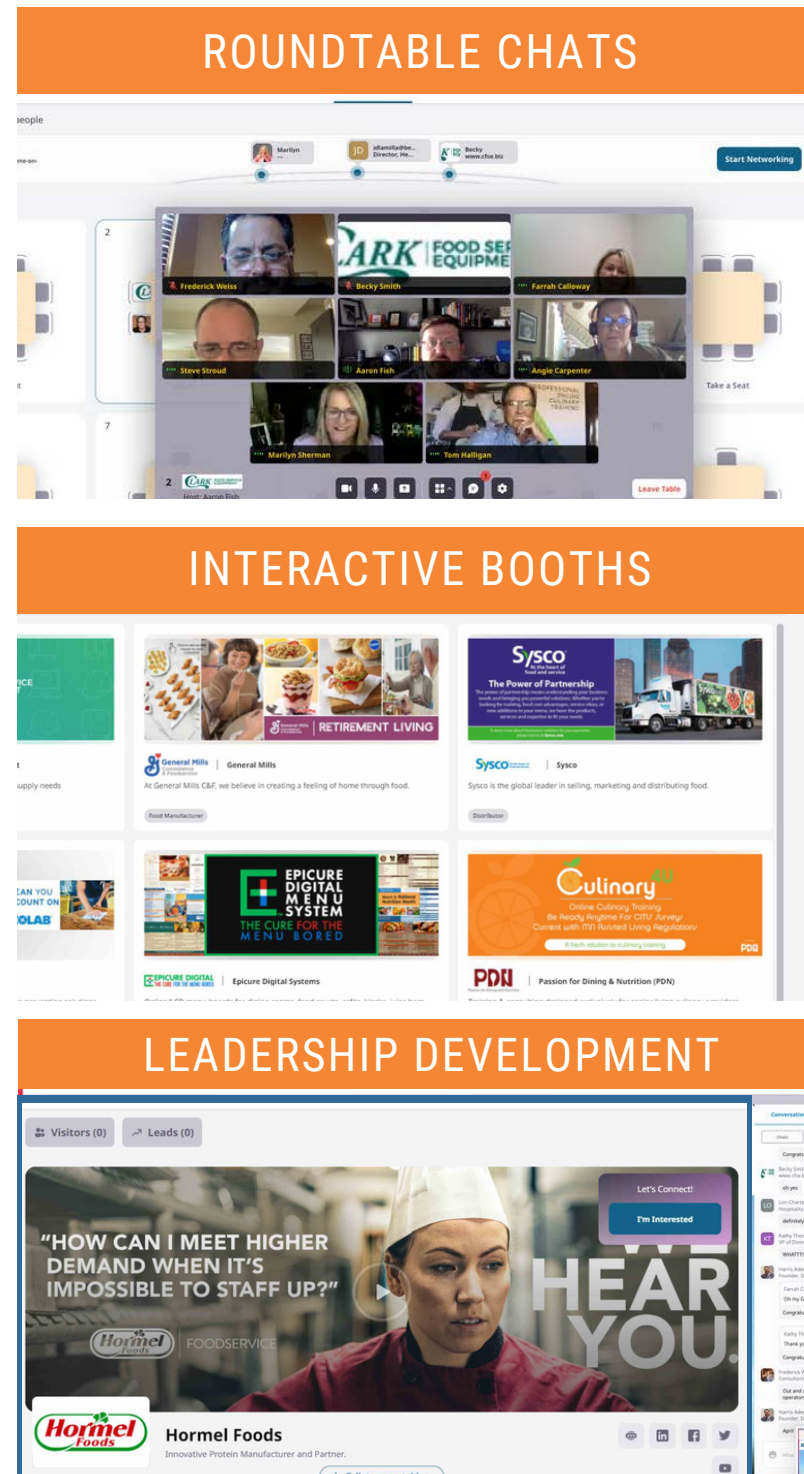
Membership is required for participation

## WHY PARTICIPATE

The **SDA Virtual Expos** will give senior dining leaders an opportunity to connect and interact with industry partners and peers to learn about new products and innovations in our interactive expo. Coupled with topic driven roundtable discussions, and great content and education on leadership development, culinary demonstrations, and product demonstrations.

## WHAT YOU SHOULD KNOW

- **Post-event analytics** that would make a marketing manager happy and a few live stats during the event - # of visitors & clicks.
- **Customize your booth experience:**
  - **Various layouts** for customized experience
  - Welcome **videos**, weblinks, PDFs, and edit button text
  - Instant chat interaction via messaging or **face to face chat in your booth**
  - Ability to **offer special discounts** in booth
  - One-on-one-meetings in your **virtual office**
- **Networking** in your booth, social lounge, or fluid space
- **Share your expertise** with education and training in leadership development, change management, and industry trends. Culinary and product demonstration opportunities are available for sponsors.



## Exhibitors Will Receive

- One (1) virtual interactive booth
- **Customize your interactive booth** with marketing brochures, videos, product catalogs, images, pdfs, social media and more.
- Clickable "**Register Interest Button**" prompts visitors to provide their email address, which will be sent to you as leads at the end of the event via email.
- **1 live networking table** to use as your virtual office and communicate with visitors via live video chat & screen sharing capabilities for demonstration purposes.
- Instant chat interaction via messaging or face-to-face chat in your booth
- Follow-up analytics including event summary, booth visitor contact details, and attendee information.

## Sponsors Will Receive

Everything listed under Exhibitor and:

- Branding on event landing page
- Attend education sessions
- Top booth placement per sponsor level
- **Interactive networking tables**
- **Interactive Education Component** - What is in your wheelhouse?
- **Share your expertise** with education and training in leadership development, change management, **culinary & industry trends**. Culinary and **product demonstrations** opportunities also available.
- SDA will collaborate with sponsors to assign all interactive education components.



## 1

### Choose Your 2024 Annual Sponsorship and Receive Unmatched Value

Maximize your value with year-round engagement while saving up to 30% on sponsorship packages. Benefit from both in-person and virtual events, and have access to year-round marketing opportunities.

## 2

### À La Carte Sponsorship and Media Opportunities for Your Next Event!

Take control of your event planning with our à la carte options. Choose from a variety of sponsorship and media opportunities to create a customized experience that aligns with your goals. Check out our full prospectus to learn more about each option.

- **SYNERGY - Senior Dining & Hospitality Conference**
  - April 7-10, 2024 | Orlando, FL
- **Workforce & Culture Change Symposium**
  - October 16-18, 2024 | Las Vegas, NV
- **SDA Virtual Expo Spring & Fall**
  - Spring: June 5-6    Fall: December 4-5
- **Marketing & Advertising Selections**

### Sign-up

## 3

**Contact:** Kathie Ritterson for questions or to finalize your selections.

980-339-7280 or [Kathie@seniordining.org](mailto:Kathie@seniordining.org)

**[Schedule a call with Kathie - click here](#)**

\*Membership is required for all sponsorships

\*25% premium for non-member media engagements

# LOCK IN YOUR 2024 MEDIA TODAY!



### Connect with Kathie

Kathie Ritterson

**Member Experience Manager**

980-339-7280 | [Kathie@seniordining.org](mailto:Kathie@seniordining.org)

**[Schedule a meeting](#)**

Contact Details for Senior Dining Association:

Phone: 980.339.7280

Address: 1234 Mann Drive, Suite 200, Matthews, NC 28105