

## Conference Program Ads (Print & Digital)

Drive traffic to your booth or feature your organization's products and resources in the Conference Program. Produced in print and digitally, choose from three program ad sizes; full page, half page and quarter page. It's a keepsake for attendees and lives on the conference website indefinitely.

Full Page  
**\$850**

Half Page  
**\$650**

1/4 Page  
**\$450**

### General Guidance

The conference program is **8.5 inches wide by 11 inches tall**.

All images submitted must have a **.125" bleed margin** around all edges, regardless of the ad size.

Your submitted images should reflect this in size.

- A full-page ad will actually be 8.75" x 11.25"
- A half-page ad will actually be 8.75" x 5.75"
- A quarter-page ad will actually be 4.50" x 5.75"

See the examples provided on the next two pages for reference of how advertisements should be laid out. We also require a .25" margin from the edge of the bleed margin to ensure that no content gets cut off during the printing process.

You can download transparent templates that we've provided that will help you ensure that your ads stay within the appropriate margins.

**The deadline to submit your conference program ad is January 19, 2027. Please submit high-resolution artwork, between 72-300 DPI. Accepted file formats are .pdf, .jpg, .png, .ai and .eps.**

### Best Practices

- Create the file for the advertisement, and then drop the respective transparent template in as a layer. Use **Rulers** to establish guide lines for the safe and bleed zones. You can find Rulers under the View option in InDesign, Photoshop and Illustrator, and under File>Settings>Show Rulers and Guides in Canva.
- Using the **transparent template** early in the process also helps you ensure that you are designing your ad in the correct dimensions. If NCA receives an ad that is not the correct size or does not have ample bleed, you will be asked to redesign your advertisement.
- **Less is more!** While the safe zone is there to help you keep your content from being cut off, you do not need to fill it edge to edge with text.
- **Double check** that website urls, email addresses and QR codes are accurate.
- All **QR codes should be 100% black** or grayscale black to ensure the cleanest printing results.

41st National

# CHILD NUTRITION CONFERENCE

CACFP · AFTERSCHOOL MEALS · SUMMER FOOD



Fresh Ideas. Shared Purpose.

## Full Page Ad Example

The below showcases an example of an ad that meets the size, bleed and safe zone requirements. On the right is how the ad would appear in the conference program.

**Bleed Zone:** Do not include any part of an image (faces, logos, etc.) in this section that needs to be visible in the final ad. This portion will be cut off in printing.

**Safe Zone:** Keep all text and logos in this boundary.



## Nourishing Futures with Food for Good

To support underserved students facing hunger, **Food for Good by PepsiCo Foundation** delivers nutritious meals for kids in learning environments including schools, after-school and summer programs.

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### How Food for Good Can Help

- Individual Meals, Multi-Day Boxes, or Weekend Meal Bundles
- Centralized or Direct-to-Site delivery
- Direct-to-Home delivery for Rural Non-Congregate
- Low order minimums
- Shipping across the U.S.
- Customized support available to better meet your needs

**Make a Difference Through Nutrition**

Nutritious meals improve academic performance and emotional well-being. Whether **hot, fresh or shelf stable meals**, partnering with Food for Good can help bridge the gap that limits a child from reaching their full potential.

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**Reimbursable programs we support**

Child and Adult Care Food Program (CACFP)  
Summer Food Service Program (SFSP)

Contact us today to learn how Food for Good can enhance your efforts to provide healthy meals. Visit [www.foodforgoodmealsolutions.com](http://www.foodforgoodmealsolutions.com) for more information.

We Feed Potential

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## Half and Quarter Page Ad Examples

The below showcases an example of ads that meets the size, bleed and safe zone requirements. On the right is how the ads would appear in the conference program.

**Bleed Zone:** Do not include any part of an image (faces, logos, etc.) in this section that needs to be visible in the final ad. This portion will be cut off in printing.

**Safe Zone:** Keep all text and logos in this boundary.



Our solutions are for: In-home Family Childcare Single Location Centers CACFP Sponsors Head Start State Agencies At-Risk After School Programs Summer Food Service Programs

**Software is self-care**

Save time on tedious CACFP paperwork and simplify the claims process with KidKare.

KidKare offers over 250 edit checks to keep your Food Program in compliance effortlessly.

Learn more! Scan our QR Code

**Hiland DAIRY FOODS**

Locally Made. Naturally Delicious.™

HilandDairy.com

Questions? Email: [partnerships@cacfp.org](mailto:partnerships@cacfp.org)  
Or visit [cacfp.org/conference](http://cacfp.org/conference)

