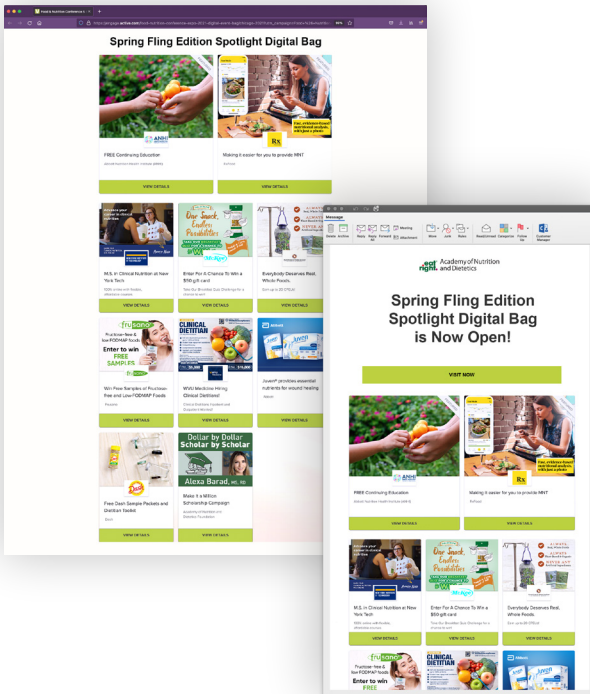


Spring Fling Edition

Spotlight Digital Bag 2025



Registered dietitian nutritionists are everywhere and touch the lives of many. A recent survey from the Academy estimates that RDNs have approximately **260 million** contacts with clients and patients per year. Put yourself into the conversation by advertising in the **2025 Spring Spotlight Digital Bag**.

Customize your message and send direct access links to maximize your engagement and lead generation. The platform is an ideal way to promote new products, build your database, provide samples, share toolkits, educational activities, coupons, videos and more!

- Three direct notifications emailed to approximately **35,000** Academy members
- Your customized placement accessible for **30 days (April – May 2025)**
- Report of engagement activity provided

Meet Member Needs

70% of clients frequently ask about products and services

69% of RDNs if provided with print or digital coupons “would regularly hand them out”

80% of HCPs prefer to hand out printed material to their patients and clients

78% of RDNs find that recipes are helpful to share with clients

Source: Eat Well Global, US Health Care Professionals Survey, June 2022

Source: RDN Reach and Influence Survey, 2024

Book Your Space Now!

Featured Placement (6 total): **\$5,000**

Larger size placement, static top placement in bag and included in the body of one email send.

Premium Placement (6 total): **\$3,000**

Standard size placement, directly below Featured placements and included in the body of one email send.

Standard Placement (unlimited): **\$1,250**

Standard size below Featured and Premium placements within bag. Not included in the body of the emails.

For more information contact Jeanine O'Dowd, Manager, Corporate Relations at **(312) 899-1778** or **jodowd@eatright.org**