



# The Gluten-Free Mall, Inc.

*Your Special Diet Superstore!*

[www.GlutenFreeMall.com](http://www.GlutenFreeMall.com)

Corporate Headquarters:  
4927 Sonoma Hwy, Ste. C  
Santa Rosa, CA 95409  
Tel: (707) 509-4528  
Fax: (707) 324-6060

## **CELIAC.COM MEDIA KIT & AD AGREEMENT**

(more detailed info is at <http://www.celiac.com/pages/Advertising.html>)

### **Celiac.com Advertising Policy**

All ads must be relevant and important to people with celiac disease, gluten intolerance and/or gluten sensitivity. All food and beverage products advertised must be gluten-free. Our goal in displaying ads on this site is to provide our visitors with additional information about products that may help their situation.

### **About Celiac.com Advertising**

Since its creation in 1995 by Scott Adams, Celiac.com has become the #1 trusted source of current and accurate information on celiac disease and the gluten-free diet. Celiac.com is regularly featured in the media (<http://www.celiac.com/pages/Reviews.html>), and has appeared in the New York Times, Wall Street Journal and San Francisco Chronicle, to name just a few.

### **Reach**

From building brand awareness to increasing your revenue, advertising at Celiac.com will allow you to reach out to those already in need of gluten-free products and services. Celiac.com receives over 50 million hits by more than 1 million visitors per month.

### **Accountability**

Our banner ad plans allow you to log into our site 24/7 to track your views, clicks and conversions, so that you can accurately gauge the success of your campaign. Banner advertisers will also receive a weekly performance report by e-mail. Note that conversion tracking is available upon request.

### **Value**

We offer a variety of ad plans that fit almost any budget—they start as low as \$50 per month. We encourage you to check out Celiac.com's Alexa traffic ranking ([http://www.alexa.com/data/details/traffic\\_details/celiac.com](http://www.alexa.com/data/details/traffic_details/celiac.com)) and compare Celiac.com with other sites that have similar content.

## Celiac.com Advertising Opportunities - Summary:

- **Web Site Advertising**

(view examples: [http://www.celiac.com/images/plan\\_c-e\\_banners.html](http://www.celiac.com/images/plan_c-e_banners.html))

- PLAN A - Web Site Advertising = text + link in the "Gluten-Free Specialty Food & Product Companies" area.
- PLAN B - Web Site Advertising = text + link + graphic logo in the "Gluten-Free Specialty Food & Product Companies" area..
- PLAN C - Banner Web Site Advertising (limited to 12 advertiser spots) = 2 banner graphics + 300 words of text.
  - Your ad will receive approximately 156,000 views and 270 clicks. Approximate Cost Per 1,000 Views = \$1.60.  
Approximate Cost Per Click = \$0.92 (March 2011 data).
- PLAN D - Banner Web Site Advertising (limited to 7 total advertiser spots) = 3 banner graphics + 300 words of text.
  - Your ad will receive approximately 432,000 views and 540 clicks. Approximate Cost Per 1,000 Views = \$1.15.  
Approximate Cost Per Click = \$0.92 (March 2011 data).
- PLAN E - Banner Web Site Advertising (limited to 5 total advertiser spots) = 3 banner graphics + 300 words of text.
  - Your ad will receive approximately 560,000 views and 1,000 clicks. Approximate Cost Per 1,000 Views = \$1.78.  
Approximate Cost Per Click = \$1.00 (March 2011 data).

- **Product Reviews**

- Get a 100-300 word professionally written review about your product that will reach thousands of visitors for years to come. Instantly reach 94,000+ by including a link to your review in our email update.

- **Email Advertising**

- Piggyback your company's ad (50 words or less + link) at the top of the body of our email updates at \$20 per 1,000 email sent.
  - Celiac.com list = approximately 94,000
  - GlutenFreeMall.com list = approximately 100,000

- **Print Advertising**

- Journal of Gluten Sensitivity has approximately 2,500 paid subscribers, and has a total circulation of around 5,000 to 10,000. All PDF back issues are available online to all future subscribers.

- **Podcast Advertising**

- Reach approximately 5,000 people per episode by sponsoring our exclusive Podcast Edition of Celiac.com news. The advertisement consists of a 15 second spot near the beginning of the podcast, and the format is similar to ads that you might hear on NPR. When you sponsor an episode your ad will be permanently embedded in that episode for years to come, as all of our episodes are permanently available on our site.



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## **CELIAC.COM ADVERTISING AGREEMENT**

To reserve your Celiac.com ad fill out this form and fax it to us at 707-324-6060 or e-mail it to [sales@celiac.com](mailto:sales@celiac.com) – based on availability.

### **1. Celiac.com Web Site Advertising:**

PLAN A – Monthly Rate: \$50	PLAN D Banner – Monthly Rate: \$500
PLAN B – Monthly Rate: \$75	PLAN E Banner – Monthly Rate: \$1000
PLAN C Banner – Monthly Rate: \$250	
OPTIONAL: \$150 one-time charge to include part of text ad and link to it in Celiac.com’s Email Update (goes out to approximately 100,000 opt-in subscribers).	

**Time Period:** I would like my ad to start on: \_\_\_\_\_ and run for:

Month to Month Until Canceled*	3 Months
1 Month	1 Year
2 Months	OTHER:

*\*Note: A minimum of 15 days notice is required to cancel any Month to Month plan.*

### **2. Product Review Advertisement on Celiac.com's Web Site:**

100 Word Product Review: \$250*	300 Word Product Review: \$450*
200 Word Product Review: \$350*	
OPTIONAL: \$150 one-time charge to include part of product review and link to it in Celiac.com’s Email Update (goes out to approximately 100,000 opt-in subscribers).	
\$50 preparation fee for any product that requires extensive baking, cooking or prep time.	

*\*\$150 is non-refundable, should you decide not to have your review published. Additionally, there may be an extra \$50 non-refundable charge should your product require baking or other extensive preparation.*

**3. Email Advertising - E-mail Blast Sponsorships:**

The cost is \$20 per thousand e-mails sent, and this is paid immediately after the send is completed. You must send to a complete list, for example if you sponsor the Celiac.com list and we send it to 80,759 people, the charge would be 80.759 x \$20, or \$1,615.18.

The ad consists of 50 words about your company with your link that appears at the top of the body of our email updates. Reserve spots in the next available mailings:

<b>Celiac.com Update List (Reaches approx. 94,000 people - goes out every 7 days):</b>		
	1 Email Update Sponsorship	3 Email Update Sponsorships
	2 Email Update Sponsorships	OTHER:

<b>Glutenfreemail.com List (Reaches approx. 100,000 people - goes out every 7 days):</b>		
	1 Email Update Sponsorship	3 Email Update Sponsorships
	2 Email Update Sponsorships	OTHER:

**4. Print Advertising (Paper) in Journal of Gluten Sensitivity**

Advertisement deadlines:

- March 20th for the spring issue.
- June 21st for the summer issue.
- September 22nd for the autumn issue.
- December 21st for the winter issue.

Advertisement Rates (Circle Your Choice):

Description	Per Issue	4 Issues*
Full Page (7.5"x 10")	\$449.00	\$399/each*
Horizontal Half Page (7.5"x 5")	\$299.00	\$249/each*
Vertical Half Page (3.75"x 10")	\$299.00	\$249/each*
One-Quarter Page (3.75"x 5")	\$229.00	\$199/each*

\*Prepaid up front for four issues

## **5. Audio Advertising in our Celiac.com Podcast Edition**

Advertisement deadline:

- The script for the Podcast ad must be finalized by the 15th of the month to make it into that month's Podcast.

Advertisement Rates (Circle Your Choice):

<b>Quantity</b>	<b>Description</b>	<b>Price*</b>
1	15 Second Podcast Ad Spot	\$299
3	15 Second Podcast Ad Spots	\$289/each
6	15 Second Podcast Ad Spots	\$269/each
12	15 Second Podcast Ad Spots	\$249/each

*\*Prepaid up front for all spots*

**6. Payment Information & Gluten-Free Certification**

<b>I choose the following payment method for my Celiac.com ad (Select one):</b>	
<input type="checkbox"/>	Prepayment by check for the entire ad period.
<input type="checkbox"/>	Payment via credit card (Visa, MC, Amex or Discover) – to be charged once per month for any ads that run during that same month.

*If payment is made by credit card please include:*

Card holder's name:

Card holder's billing address (include street, city, state, zip):

Card holder's phone:

Card holder's email:

Card type:

Card number:

Expiration date:

Card code:

CERTIFICATION: I certify that the products that I advertise under this agreement are gluten-free and contain less than 20 parts per million of detectable gluten. If payment is made by credit card I authorize The Gluten-Free Mall, Inc. to charge my card for the advertising choices that I have selected on this form.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company

Please fax the completed forms to 707-324-6060 or email it to sales@celiac.com. If you have any questions please feel free to call us at 707-509-4528.