

# ADVERTISING OPPORTUNITIES

For CDF Corporate Sponsors and Gluten-Free Allergy-Free Marketplace Members

## CONNECTING



## WHY CDF?

500,000 plus unique visitors per month

1.8 million page views per month

4.5 page views/user

260,000 mobile unique visitors per month

Highly engaged users, with visitors spending nearly 3 minutes per session viewing website content

## THREE ways TO ADVERTISE

(See inside for ad rates)



1  
**Gluten-Free Allergy-Free Marketplace**



2  
**Healthcare Provider Directory**



3  
**INSIGHT Newsmagazine**

## BENEFITS of ADVERTISING

- Instantly get your brand and products in front of targeted gluten-free consumers
- Unique opportunity to enhance your brand by showcasing products and services
- Get new customers as they turn to celiac.org - the trusted source for education and information on diagnosis and treatment for celiac disease
- Showcase the products and services needed to manage the gluten-free lifestyle
- *Ask about our corporate sponsor benefits!*

**SHOPPING**  
MADE EASY

The source for  
all your gluten-free  
and allergy-free needs!



**Celiac Disease FOUNDATION**

# GLUTEN -FREE ALLERGY-FREE MARKETPLACE

Your gluten-free allergy-free “go-to” source

## OVERVIEW

- Trusted online source for special diet needs
  - Connects the gluten-free and allergy-free community to products and services that enhance their lifestyle
- Displaying products the gluten-free and allergy-free consumer need to know about
  - Shopping made easy with a printable shopping list
- Consumers may add products to their shopping cart and with a click, purchase on Amazon

## ABOUT

**CDF Gluten-Free Allergy-Free Marketplace** has merged products and services into one source, the Marketplace, for the convenience of those with alternative dietary needs.

The Marketplace is positioned to become the largest online resource for gluten-free and allergy-free products. You now have a great opportunity to become a Marketplace member and get your products featured in front of thousands of targeted consumers.

*See the following page for membership options.*

## CONTACT

FOR MORE INFORMATION CONTACT:  
**GILLIAN ENTIN | GILLIAN.ENTIN@CELIAC.ORG**

## PLATINUM MEMBERSHIP

Products	Advertising Banner	Annual Investment
30+	Featured <b>Horizontal Leaderboard</b> for 6 months (a <b>\$2,394 value!</b> )	\$5,940 (OR JUST <b>\$495/MONTH</b> )

## GOLD MEMBERSHIP

Products	Advertising Banner	Annual Investment
20 - 29	Featured <b>Skyscraper</b> for 3 months (a <b>\$1,794 value!</b> )	\$4,500 (OR JUST <b>\$375/MONTH</b> )

## SILVER MEMBERSHIP

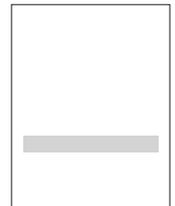
Products	Annual Investment
10 - 19	\$2,100 (OR JUST <b>\$175/MONTH</b> )

## BRONZE MEMBERSHIP

Products or Services	Annual Investment
1 - 9	\$1,080 (OR JUST <b>\$90/MONTH</b> )

## ADVERTISING PACKAGES

FEATURED HORIZONTAL LEADERBOARD	Size (in pixels)	Per Month	Annually
<i>Exclusive ad space:</i> limited to only FOUR sponsors Prominently featured on directory home page	728w x 90h	\$399	\$4,788
<b>15% discount</b> for annual commitment to CDF Sponsorship			



FEATURED SKYSCRAPER	Size (in pixels)	Per Month	Annually
<i>Exclusive ad space:</i> limited to only TWO sponsors Prominently featured on every page of the directory	160w x 600h	\$299	\$3,588
<b>15% discount</b> for annual commitment to CDF Sponsorship			

