

# 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> )

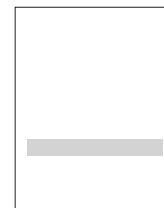
## BRONZE MEMBERSHIP

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

## ADVERTISING PACKAGES

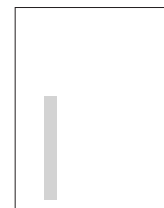
FEATURED HORIZONTAL LEADERBOARD	Size (in pixels)	Per Month	Annually
<i>Exclusive ad space:</i> limited to only FOUR sponsors Prominently featured on directory home page	728w x 90h	\$399	\$4,788

**15% discount** 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

**15% discount** for annual commitment to CDF Sponsorship





Celiac Disease FOUNDATION

# 2 HEALTHCARE PRACTITIONER DIRECTORY

Stand out on the national Healthcare Practitioner Directory!

## OVERVIEW

- 15,000 visitors per month and continuing to grow
- 25,000 searches per month
- 1.5 searches per user
- Serves a vital community need. Celiac disease often goes undiagnosed or frequently misdiagnosed. With a strict gluten-free diet, celiac disease can be managed and people can return to normal lives. But, that's only possible if someone finds the right provider. The Directory puts the patient one click closer to receiving life-changing care.

## ABOUT

**CDF Healthcare Practitioner Directory** is a free listing of physicians, dietitians, mental health professionals and allied health providers in all 50 states who treat patients with celiac disease and other gluten-related disorders.

The Directory provides basic practice information and verification of valid license/registration. It also lists if a practitioner is a CDF Medical Advisory Board member, practices at a Celiac Disease Center or has Continuing Education in Celiac Disease.

*Refer to the following page for advertising opportunities.*

## CONTACT

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

## PLATINUM DIRECTORY SPONSOR

Ad Placement	Size (in pixels)	Monthly	(Save 10%) 6-Month Contract	(Save 15%) 12-Month Contract
Above the fold & banner ad is shown on all searches	250w x 500h	\$497	\$2,684 Reg. Price: \$2,982 <b>SAVE \$298!</b>	\$5,070 Reg. Price: \$5,964 <b>SAVE \$894!</b>

### Platinum Directory Sponsors receive the following benefits:

- Large banner ad Premier placement above the fold for maximum exposure
- Banner ad placement on ALL healthcare practitioner searches

## GOLD DIRECTORY SPONSOR

Ad Placement	Size (in pixels)	Monthly	(Save 10%) 6-Month Contract	(Save 15%) 12-Month Contract
Above the fold & banner ad is shown on all searches	120w x 500h	\$250	\$1,350 Reg. Price: \$1,500 <b>SAVE \$150!</b>	\$2,550 Reg. Price: \$3,000 <b>SAVE \$450!</b>

### Gold Directory Sponsors receive the following benefits:

- Medium-sized banner ad above the fold
- Banner ad placement on ALL healthcare practitioner searches

## SILVER DIRECTORY SPONSOR

Ad Placement	Size (in pixels)	Monthly	(Save 10%) 6-Month Contract	(Save 15%) 12-Month Contract
Below the fold & banner ad is shown on all searches	250w x 100h	\$100	\$540 Reg. Price: \$600 <b>SAVE \$60!</b>	\$1,020 Reg. Price: \$1,200 <b>SAVE \$180!</b>

### Silver Directory Sponsors receive the following benefits:

- 250 x 100 banner ad below the fold
- Banner ad placement on ALL healthcare practitioner searches





# 3 Celiac Disease FOUNDATION

## INSIGHT NEWSMAGAZINE

### 2015 ADVERTISING

News for the greater good of the celiac community

#### OVERVIEW

- Print reaches 3,500+ public, patients, healthcare professionals and food industry readers who have made a donation to CDF
- Free PDF version available at [celiac.org](http://celiac.org) is shared with hundreds of thousands of individuals via social media
- 28-page format provides high visibility for a truly noticeable ad
- Details CDF news, celiac community happenings, popular recipes, research updates, and more

#### ABOUT

**CDF INSIGHT Newsmagazine** is one of our most popular services, keeping the celiac community informed with CDF news, the latest research, informative profiles, delicious recipes, and intriguing education efforts.

It's a great way to introduce our dedicated and receptive donors to your product. Plus, the clean design will ensure your ad pops on the page.

*See next page for advertising options.*

**Released quarterly with the following run dates:**

**SPRING** : March | **SUMMER** : June | **FALL** : September | **WINTER** : December

#### CONTACT

FOR MORE INFORMATION CONTACT:  
**GILLIAN ENTIN | [GILLIAN.ENTIN@CELIAC.ORG](mailto:GILLIAN.ENTIN@CELIAC.ORG)**

To learn more about CDF visit [celiac.org](http://celiac.org)  
 P : 818.716.1513 • F : 818.267.5577

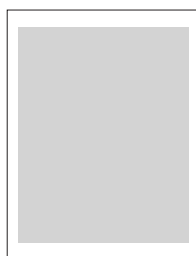
Rev. 3.2.15 | **PAGE 6**  
 20350 VENTURA BOULEVARD | SUITE 240 | WOODLAND HILLS, CA 91364  
 See Terms & Conditions on Page 9

The CDF Newsmagazine pages are standard 8.5" wide x 11" high. Printer allowance requires ads to be less than standard page size. The following advertising rates for the quarterly newsmagazine are effective January 1, 2015.

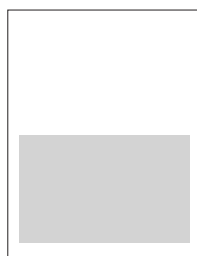
**Payment is due in full prior to the issue closing dates listed below and payable to Celiac Disease Foundation. Full payment (for 1 issue or 4 issues) must be paid in advance at time of commitment. Ads can be changed for each quarterly issue.**

### MECHANICAL SPECIFICATIONS AND RATES

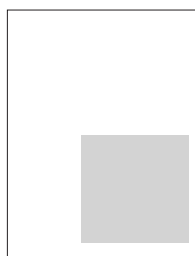
Ad Size	Dimensions	1 Issue	4 Issues
Full Page - <i>Inside Front Cover</i>	7.5" x 9.5"	Not Available	\$725
Full Page - <i>Inside Back Cover</i>	7.5" x 9.5"	Not Available	\$725
Full Page	7.5" x 9.5"	\$690	\$625
1/2 Page	7.5" x 4.75"	\$460	\$415
1/3 Page	4.75" x 4.75"	\$355	\$315
1/4 Page	3.5" x 4.75"	\$355	\$315
Full Page - <i>Back Cover</i>	7.5" x 9.5"	Not Available	\$825



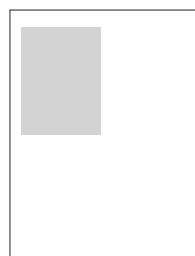
Full Page  
7.5"w x 9.5"h



1/2 Page Horizontal  
7.5"w x 4.75"h



1/3 Page Square  
4.75"w x 4.75"h



1/4 Page Vertical  
3.5"w x 4.75"h

### 2015 PRODUCTION SCHEDULE

Issue	Payment	Space Due	Material Due	Issue Month
Spring	February 1	February 1	February 1	March
Summer	May 1	May 1	May 1	June
Fall	August 1	August 1	August 1	September
Winter	November 1	November 1	November 1	December

# AD SPECS

CDF INSIGHT NEWSMAGAZINE 2015 ADVERTISING

**Printing Process:** Sheet fed 0 set

**Line Screen:** 150 (300dpi)

**Mac Platform:** Software supported, Adobe Creative Suite 5

**Disk Type Accepted:** CD or USB flash drive

**E-mail Requirements:** Ads must be sent to [gillian.entin@celiac.org](mailto:gillian.entin@celiac.org) electronically as a .pdf.

**PDF Files Required:** All files are to be converted to Portable Document Format (PDF). Our pre-press requires that you use a specific printer description and job option for the distiller.

**Fonts:** Fonts must be supplied in their original family suitcase. All printer fonts and screen fonts must be provided. Unless you have converted all type to paths in your Illustrator files, be sure to provide all fonts used in those documents as well. Avoid auto leading and set specific leading value. **PC fonts are not accepted.**

**Graphics:** High resolution files must be provided. Save line art or bitmapped graphics as TIFF files and save any other graphics as EPS files. RESOLUTION should be 300 dpi or better to ensure quality output. Avoid LZW compression. All color images provided on disks MUST BE CMYK format and color corrected. **CDF does not accept responsibility for color RGB files which must be converted to CMYK. COLOR PROOFS:** Although CDF cannot guarantee consistent color matching, we request that a color proof be provided with color electronic ads to ensure as accurate a match as possible.

**COLORS: Send all ads ready for four color separation (cyan, magenta, yellow and black).** PMS (Pantone) colors must be converted to process colors—When using a 4-color black, do not exceed 320% in saturation (**recommended 4-color black:** 40 c, 30 m, 30 y, 100 k)

**Knockouts:** To avoid images showing through solid color areas, set the solid area to knockout, not overprint.



# TERMS & CONDITIONS

CDF MEDIA KIT 2015 ADVERTISING

**\* All ads are subject to the approval of CDF. Ad placement within newsmagazine, webpages and e-Blasts will be at CDF's sole discretion.** All balances must be paid in full prior to Ad placement. CDF is not liable for any delays in (i) the delivery or publication of any newsletter or e-Blast in which the Ad is placed, or (ii) the Ad placement on CDF's website. By submitting this Ad request, the Organization hereby (i) agrees to the terms of this Ad request, (ii) grants to CDF a royalty-free, non-exclusive license to display the logos, trademarks, trade names, internet address and web pages in connection with the Ad and (iii) agrees to fully indemnify, defend and hold CDF (including, without limitations, its officers, directors, employees, volunteers and agents) harmless from and against any and all claims or actions (whether or not groundless), liabilities, damages, costs and expenses (including, without limitation, reasonable attorney's fees and court costs) arising out of or in connection with the Ad, the Organization or CDF's display of the Ad. Use or display of the Ad does not in any way constitute an endorsement by CDF of the Ad or the Organization. All references to healthcare providers or pharmaceutical companies in the Ad do not in any way constitute a referral by CDF to any such healthcare providers or pharmaceutical companies. Any reference to "gluten-free" must adhere to the definition of gluten-free as set forth by the U.S. Food and Drug Administration.