



# online advertising opportunities

## CeliacCentral.org (nfca website)

CeliacCentral.org offers free, comprehensive information and support materials to celiac patients, their families, the general public and healthcare professionals. NFCA's online Symptoms Checklist, approved by its prestigious Scientific/Medical Advisory Board, was completed by nearly 30,000 visitors in 2010 alone. **See pricing schedule on page 2.**

## e-newsletter

The Celiac Central Monthly Newsletter is a heavily anticipated periodical featuring up-to-date information on gluten-free food, research and lifestyles. With more than 15 contributing authors, each month's newsletter is filled with valuable information from all walks of life and perspectives. The newsletter has grown consistently since its launch more than four years ago at a rate of over 300 new subscriptions each month. **See pricing schedule on page 2.**

## alternative appetites

NFCA and Renegade Kitchen present "Alternative Appetites: Leading a Gluten-Free Life." This new cooking series shows viewers how to make meals, desserts, breads and snacks- all gluten free. Because alternative cooking frequently involves new and exciting ingredients, each episode will help to demystify these foods for the home cook. Advertisers and sponsors to help bring the show to a wider audience and Special Episodes feature guests from the gluten-free industry. **Call for pricing.**

## lifestyle and dietitian webinars

Webinars provide a broad audience of celiac patients, healthcare professionals, dietitians, chefs and restaurateurs with valuable information about celiac disease and gluten-free living. Webinars feature presentations from doctors, nurses, dietitians, educators, industry experts and national leaders. Webinars feature a mix of themes, from education and awareness to delicious recipes and instructional seminars. Currently, this is the ONLY celiac-focused webinar offered in the country and it is FREE to participants. Don't miss this opportunity to reach a growing audience. **Webinars priced at \$2,500.**

### What People are saying about CeliacCentral.org....



*The design of this site is one of the biggest perks. Easy to read. Easy to navigate. Easy-on-the-eyes. Easy layout. Excellent use of color. It's just a stress-free zone of information. Plus, the people actually respond when you e-mail them!* • Zella B.

*This cool organization dedicated to advancing Celiac research and awareness has gathered a lot of important info in one place. Check it out at [www.CeliacCentral.org](http://www.CeliacCentral.org).* • Jen Friedberg

### What People are saying about NFCA's Webinars....

*This is a very interesting approach to get the information out there. Not everyone is able to attend the different conferences given throughout North America and even overseas. This medium allows for a larger number of individuals to stay informed. Well done!* • Anonymous



### PAST ADVERTISERS

#### Food Industry

Amazon.com  
Blue Diamond  
French Meadow  
Lucy's Cookies  
Rudi's Gluten-Free Bakery  
Thai Kitchen

#### Healthcare Sector

Alba Therapeutics  
My Celiac ID

### FAST FACT

Nearly 80% of visitors to NFCA's website in 2010 were new users.

to learn more contact

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**CeliacCentral.org**



# CeliacCentral.org

## 2011 website ad rates

- CeliacCentral.org has over 50,000 unique visitors and 170,000 page views each month.
- Visitors spend over 3 minutes per session reading articles and product reviews, writing down recipes and learning about the latest advances in celiac science.
- Our audience is growing, with nearly 80% of visitors each month characterized as new users. Returning visitors who view the site four or more times per month are also continuing to rise.

### SITE MAP

- Blogs
- Recipe of the Week
- Webinars
- News and Research
- Printable Guides
- Symptoms Checklist
- Athletes for Awareness
- Personal Stories
- Resources and Training

### FAST FACT

CeliacCentral.org received more than half a million unique visitors in 2010



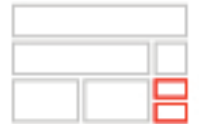
restoring health...  
reclaiming lives...



### HOME PAGE

\$1,200 PER MONTH

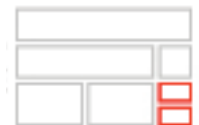
The NFCA home page receives the highest amount of visitors each month. As the online face of the Foundation, this premium ad space will get your organization noticed, driving click-through traffic to your company website. **PHYSICAL SIZE: 145x145**



### INTERNAL PAGES

\$1,000 PER MONTH

The site's main navigation is used to direct visitors to the sections of the website where the highest priority information is found. As visitors navigate to their desired page, your ad will have a prominent position in the right hand sidebar. **PHYSICAL SIZE: 145x145**



## monthly e-newsletter ad rates

- Circulated to a mailing list of approximately 50,000 people each month.
- Open rate greater than 26%.
- Web version receives over 5,000 views per month.
- Unsubscribe rate is less than 0.5%.



### CONTENT BANNER

\$1,000 PER MONTH

The Monthly Newsletter is filled with loads of content that subscribers look forward to reading each month. Content sponsors will hold prominent positions where they can display large color ads that each reader must scroll over. **PHYSICAL SIZE: 450X300**



### SIDEBAR POPCORN

\$750 PER MONTH

The newsletter is filled with content each month. To make sure our readers have the opportunity to see your ad, the entire right sidebar is available for rich media ads (slow rotation allowed, must be ADA compliant) that are also displayed on the website. **PHYSICAL SIZE: 120x120**

