

Printable Version [CLICK HERE](#) (PDF Format)

Glutenfreeda.com is a monthly on-line, gourmet, gluten-free cooking magazine with the largest collection of gluten-free recipes in the world! Glutenfreeda.com helps people prepare all the foods they love, wheat and gluten-free, regardless of their cooking skill level. As research continues to reveal the growing number of people affected by gluten, currently over 2 million in the U.S., Glutenfreeda.com's position continues to grow as a leader within this community. Our growing membership and consistent growth in overall visits provides a great opportunity for advertisers. By advertising with Glutenfreeda.com, your advertising message will reach a targeted market that desires your product or service.

2005-2007 Statistics

- **Hits 1,336,401**
- **Visits 62,405**
- **Page views 187,163**
- **Total E-Mailing list 12,346**

To place your ad call Jessica at (970) 947-9480 or e-mail Jessica Hale at jessica@glutenfree.da.com

Placement Deadlines:

Ad placement deadlines are a month prior to run date.

Billing:

Clients will be billed in the same month of their ad placement for 1 time orders with payments are due upon receipt of invoice. For frequency orders of 3x, 6x or 12x, prepayment will be required or monthly payment via credit card.

Remit payments to: Glutenfreeda.com, Inc., PO Box 1364, Glenwood Springs, CO 81602-1364. For billing inquiries email, or call (970) 947-9480.

Advertising Specifications:

Banners/ads should be provided in GIF or JPEG formats, Photoshop (PSD) formats are also acceptable.

All advertising materials should be sent to art@glutenfreeda.com . For more information, call Jessica Hale at (970) 947-9480 or email at jessica@glutenfreeda.com.

Glutenfreeda.com, Inc. does not accept responsibility for the reproduction results of advertisements that are not created to specification. Glutenfreeda.com, Inc. reserves the right to label ads as "Advertisement." Any mechanical or production services will necessitate extra costs. No proofs are provided.

2007 Rates:

Home Page Positions:

2007 Editorial Calendar

January 2007 — Wine & Cheese

Ring in the New Year with a wine & cheese party. In January, Glutenfreeda will highlight great wines for under \$15 along with complimenting gourmet cheeses. We'll also take a look at the versatility of great cheese — from appetizers to desserts.

February 2007 — Sweet Seduction

What exactly do we mean by sweet seduction? Well, it depends on the palate of the one being seduced. It could mean an amazing gourmet breakfast in bed, an intimate dinner for two or perhaps just a simple, yet elegant bit of chocolate decadence. In this issue we will explore great seductive recipes all the way from breakfast to dessert. After all, being gluten-free doesn't mean you have to forego a little sweet seduction now and then!

March 2007 — Comfort Foods

Though Spring is just around the corner, March's crisp cool mornings and evenings leave an open invitation for those foods we have all come to love — soups, stews, ragouts, and other hearty dishes. With this being one of the last cool months before



Position A: Home Page Top Position (Rotating)

Advertise your company on our most premier position. Your advertisement will be located to the right of the Glutenfreeda.com logo (a very prominent position). Your ad or product image will be displayed on the homepage with a hyperlink the viewer can click to be directed to your site. This is a rotating ad with a 5 second delay with a maximum of 2 ads in each rotation. Includes a small ad in our monthly newsletter.

Rate: 1x \$330 per monthly issue

3x 5% discount = \$313.50 per monthly issue

6x 10% discount = \$297 per monthly issue

12x 15% discount = \$280.50 per monthly issue

Ad Specifications: 120x90 pixels

Position B: Home Page Side Bar Premium Position (Rotating)

Advertise your company on our most viewed page located on the right of the homepage, one of our most viewed positions. This is a rotating ad with a 5 second delay with a maximum of 2 ads in each rotation. Your ad or product image will be displayed on the homepage with a hyperlink the viewer can click to be directed to your site. Includes a small ad in our monthly newsletter.

Rate: 1x \$300 per monthly issue

3x 5% discount = \$285 per monthly issue

6x 10% discount = \$270 per monthly issue

12x 15% discount = \$255 per monthly issue

Ad Specifications: 120 x 129 pixels

Recipe Page Positions:

Springs return we often find ourselves looking for new and exciting dishes that still fall in the category of comfort foods but yet are full of fresh and vibrant flavors. This issue of Glutenfreeda.com will give readers the still longed-for comfort dishes but with perhaps a new and refreshing twist.

April 2007 – Bountiful Brunches

Just in time for Easter Glutenfreeda.com hops in with an abundance of Easter feast ideas. The beauty of brunch is that it really has no boundaries – just about everything goes. This month we will bring our readers fabulous gluten-free breakfast breads, egg recipes, amazing meat entrees, desserts and of course complete menus for those who need a little Easter help.

May 2007 – Mother’s Day

Our Mother’s Day issue brings our readers a wide array of gluten-free baked breads, cakes, cookies and of course desserts. With some simple recipes and some help from our on-line cooking class perhaps even Dad and the kids can lavish Mom with fantastic baked goods that she once thought to be lost forever!

June 2007 – Back on the Grill

Dad’s been itchin’ to fire up the grill....and now it’s finally time! Get a head start on the summer season with new gluten-free barbecue sauces, steaks, burgers, brats, dogs, chicken and more. This issue will highlight



Position C: Recipe Index Page Top Position

Advertise your company, product or service on the Recipe Index. Our recipe database now includes over 4,000 gluten-free recipes, the largest gluten-free recipe collection in the world! Your advertisement will be located at the upper right hand corner of the recipe index page with a hyperlink to your site.

Includes your text link in our monthly newsletter.

Rate: 1x \$300 per monthly issue

- 3x 5% discount = \$285 per monthly issue**
- 6x 10% discount = \$270 per monthly issue**
- 12x 15% discount = \$255 per monthly issue**

Ad Specifications: 114 x 62 pixels

Position D: Recipe Index Side Bar Position (Rotating)

Our recipes are one of the main reasons people come to Glutenfreeda.com. Our current recipe database now includes over 4,000 gluten-free recipes, the largest gluten-free recipe collection in the world! Your advertisement will be located on the right of the recipe index. This is a rotating ad with a 5 second delay with a maximum of 2 ads in each rotation. Your ad or product image will be displayed on the recipe index with a hyperlink the viewer can click to be directed to your site. Includes a small ad in our monthly newsletter.

Rate: 1x \$275 per monthly issue

- 3x 5% discount = \$261.25 per monthly issue**
- 6x 10% discount = \$247.5 per monthly issue**
- 12x 15% discount = \$233.75 per monthly issue**

Ad Specifications: 120 x 129 pixels

Other Page Positions:

gluten-free ready made sauces, barbecue and grilling tips — and recommend which wines or gluten-free beers to drink with those great steaks or ribs.

July 2007 —Traveling Gluten-free

As we launch into the summer travel months, Glutenfreeda.com brings you the first ever travel issue. This issue will include great tips on eating out, gluten-free safely and successfully, amazing vacation spots for the gluten-intolerant, highlights on gourmet restaurants domestic and abroad (gluten-free friendly, of course), along with several inspiring international recipes.

August 2007 — Wellness

Life tends to outpace us sometimes. This August we invite our readers to take a step back and rejuvenate. This issue of Glutenfreeda.com will focus on organics, recipes featuring fresh produce, cheese and meats from neighborhood farmer’s markets, fitness and more.

September 2007 — Gluten-free Kids

With a brand new outfit and shoes, a crisp new pad of paper, some sharpened pencils and a box of unpeeled, unbroken crayons — they’re off and ready for back to school. But what about lunch? Our September issue, Gluten-Free Kids, features our ‘annual’ back to school lunch calendar — full of great gluten-free lunch ideas, great prepared gf grocery items perfect for lunch or after-school snacks and even a recipe for gluten-free play dough.



Position E: Article Pages Top Position

Advertise your company on our article pages. These pages can be viewed by all our guests and subscribers. Your advertisement will be located at the upper right hand corner of the article pages. This is a great value for your money since you will be on at least 2 articles per month. Your ad or product image will be displayed on each article pages with a hyperlink the viewer can click to be directed to your site. Includes a small ad in our monthly newsletter.

Rate: 1x \$300 per monthly issue

3x 5% discount = \$285 per monthly issue

6x 10% discount = \$270 per monthly issue

12x 15% discount = \$255 per monthly issue

Ad Specifications: 114 x 62 pixels



Position F: On-line Cooking Class Placement (Includes a free ad in our archives!)

Be seen on one of our most viewed pages — our on-line cooking classes. Your ad will appear in both the current month's recipe on-

October 2007 — Sweets

Appropriately timed for Halloween, our October issue will focus on amazing gluten-free sweets — from gluten-free cakes and desserts to homemade gf candies. Also in this issue we will be featuring a list of store bought gluten-free candies for all those ghoulish goblins and ghosts!

November 2007 - Thanksgiving

Whether you're seeking a traditional Thanksgiving meal or want to explore something completely different, Glutenfreedia.com's November issue has something for all. Delicious gluten-free stuffing's, sauces, turkeys, gf gravy and let's not forget the gluten-free desserts! In addition, in our Thanksgiving issue we will also have our annual Thanksgiving Game Plan complete with a full 5 course menu, shopping list and step-by-step plan of attack for the big feast!

December 2007 — Holidays — The Best of the Best

Our Glutenfreedia chef's are always on the hunt for the best of the best gourmet, gluten-free recipes, wines and great food gifts for the holidays. In our December issue you'll find the results of this relentless pursuit of excellence in our Holiday issue — holiday feasts, great wines for under \$20 and beautiful gifts from the kitchen.

line cooking class and our archived on-line cooking class: **2 for the price of 1!** Includes your text link in our monthly newsletter.

Rate: 1x \$250 per monthly issue

3x 5% discount = \$237.50 per monthly issue

6x 10% discount = \$225 per monthly issue

12x 15% discount = \$212.50 per monthly issue

Ad Specifications: 114 x 62 pixels



Position G: Glutenfreeda's Menu's

One of our most popular pages — Glutenfreeda's Menu's. Your ad will appear in both the current month's Menu page and our archived Menus: **2 for the price of 1!** Includes your text link in our monthly newsletter.

Rate: 1x \$200 per monthly issue

3x 5% discount = \$190 per monthly issue

6x 10% discount = \$180 per monthly issue

12x 15% discount = \$170 per monthly issue

Ad Specifications: 114 x 62 pixels



Position H: Glutenfreeda's Product Test Reviews

Each month we feature a gluten-free product and test it based on availability, taste, and texture. This is a well-viewed page and has gotten tremendous response over the years.

Rate: 1x \$200 per monthly issue

3x 5% discount = \$190 per monthly issue

6x 10% discount = \$180 per monthly issue

12x 15% discount = \$170 per monthly issue

Ad Specifications: 114 x 62 pixels



Position 1: Recipe Category Placement (Includes a free ad in our archives!)

Increase your exposure to our targeted audience by advertising your company, product or service on a specific recipe category page. Your ad will appear in both the current month's recipe category page and our archived recipe category page: **2 for the price of 1!** Choose the category that most compliments your company. As an example, gf flour manufacturers are naturals for our 'Breads', 'Desserts' or Appetizers' categories. Pasta manufacturers are a perfect match for our 'Pasta and Rice' category.

Includes your text link in our monthly newsletter.

Rate: \$50 per month, per category

Ad Specifications: 392 x 72 pixels