



Snack
Safely
.com

2020
ADVERTISING
GUIDE

Our Mission and Reputation

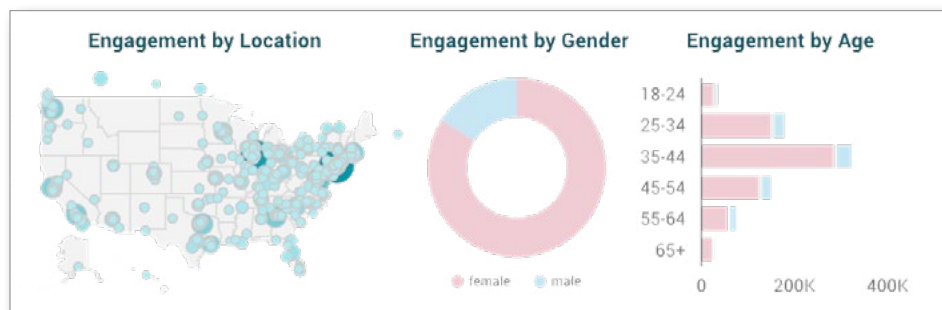
As vocal advocates for the causes, legislation, research and reforms that benefit individuals with food allergy, SnackSafely.com is one of a handful of organizations recognized, respected, and referred to by the food allergy community as well as school districts nationwide seeking to accommodate their students with food allergies.

Our Audience

SnackSafely.com attracts a loyal and attentive audience comprised of these principal demographics:

- Adults and parents of children coping with food allergies;
- Parents of children attending schools that maintain allergen restriction policies;
- School nurses, faculty, cafeteria planners and administrators responsible for accommodating children with and without food allergies;

92% of our readership is located in the United States with an additional 5% in Canada and the remainder largely from English speaking countries throughout the world.



Our Advertisers

Our publications are particularly suited for the promotion of various products and services including, but not limited to:

- Food products from “traditional” manufacturers and those specializing in allergy-friendly products. *Note: Only members of the SnackSafely.com Manufacturer Partnership may advertise food products.*)
- Epinephrine auto-injectors, prefilled syringes and accessories including carriers, temperature regulators, locators, etc;
- Allergen sensing/testing devices;
- Medical alert jewelry;
- Physician practices specializing in allergy and asthma, including those offering immunotherapy;
- Nutritionists, meal planners, and advocates;
- Restaurants and eateries that accommodate food allergies;
- Camps and sports leagues;
- Publications, newsletters and blogs.

Our Media

SnackSafely.com offers four principal advertising outlets with numerous opportunities for promotion:

- The *SnackSafely.com Blog*
- The *Safe Snack Guide* (and custom Guides)
- *Allergence* Product Screening Service
- Weekly newsletter

Advertising in the **SnackSafely.com** Blog

Topics Addressed

Our blog is directed toward educating the public on issues of concern to those with food allergies. Topics covered include progress toward treatment and a cure for food allergy; general news items of interest to the community; legislation; innovations in emergency epinephrine delivery; advocacy, commentary and advice regarding safety, procedures and school policies.

Medium

The SnackSafely.com Blog is WordPress-based and hosted throughout Amazon's AWS cloud. Designed to be "mobile first", presentation is responsive and adaptive to all devices including mobile phones, tablets, and laptops.

All ads are hosted and served via Google's *Ad Manager* platform ensuring fast, reliable placement and rendering.

Blog articles are cross-posted to our *Facebook*, *Twitter*, *Instagram*, *LinkedIn*, and *Pinterest* social media properties with many also cross-posted to over 30 closed Facebook and LinkedIn discussion groups pertaining to food allergy. Our reach draws a large, nationwide audience with diverse needs and views.

2019 SnackSafely.com Blog Metrics

Visits <i>Total visits to site</i>	1,696,166	Visitors <i>Total unique visitors</i>	1,281,090
Pageviews <i>Total pages viewed</i>	2,218,506	New Visitors <i>Total first time visitors</i>	1,247,364

Ad Sizes and Placements

The SnackSafely.com Blog provides four options for ad placement and promotion:

Lead Banner Ad – The premier placement is run-of-site, top-of-page, and resizes according to the viewport. Reserved for one advertiser.

Sizing: 728x90, 468x60, 320x50

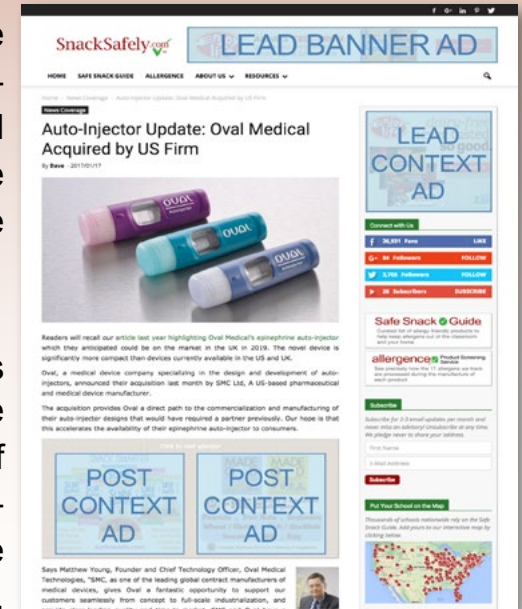
Lead Context Ad – This placement is also run-of-site and appears at the top of the sidebar on large viewports or in the context of the article for smaller viewports. Reserved for one advertiser.

Sizing: 300x250

Post Context Ad – Ad slots appear within the context of each article on average every three to six paragraphs. All advertisers' creatives rotate amongst all post context ad slots.

Sizing: 300x250

Sponsored Post – Advertiser sponsored post appearing within the day-to-day stream of articles. Provides a long-form opportunity for advertising; may contain any combination of text, graphics and video; and is cross-posted to all social media properties as well as our newsletter.



Advertising in the Safe Snack Guide

About the Guide

The Safe Snack Guide is SnackSafely.com's catalog of peanut, tree nut and Top-8 allergen-free foods, the only national publication used by thousands of schools and tens of thousands of parents nationwide to help keep these allergens out of the classroom and the home.

Arranged in over 40 categories including *snacks, breakfast cereals, baby and toddler food, baking mixes, granola, peanut butter alternatives and spreads, and prepared foods* among many others, the Guide is updated every 4-6 weeks and is time stamped with an expiration date to ensure consumers return to download a fresh copy.

Medium

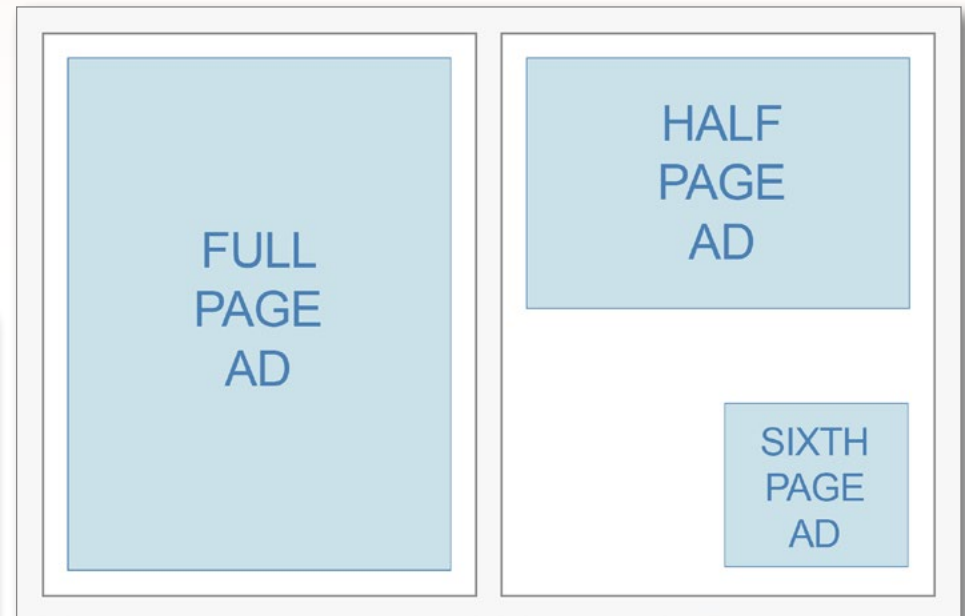
The Guide is distributed as a fully interactive PDF file downloaded from the SnackSafely.com website that can be viewed on the consumer's device or printed locally. When a product entry is clicked, the corresponding *Allergence* product page is launched providing detailed consumer and allergen processing information. All ads are clickable to a URL of choice by the advertiser.



Ad Sizes and Placement

The Safe Snack Guide provides 3 size options for ads. The Guide is arranged to ensure *Full-page* ads appear first, followed by *half-page* ads, then *sixth-page* ads, then product entries.

Size:	Dimensions:
Full Page	7.5" x 10" 2250 x 3000 @ 300dpi
Half Page	7.5" x 4.9" 2250 x 1470 @ 300dpi
Sixth Page	3.6" x 3.2" 1080 x 960 @ 300dpi



2019 Safe Snack Guide Metrics

Downloads

114,905

Total number of individual downloads from website

Many tens of thousands of additional copies were distributed via e-mail and print by school nurses, teachers, camp administrators, etc.

About Allergence

Allergence is a web-based interactive product screening service providing detailed allergen, ingredient, certification and consumer information for each partner product. Each Safe Snack Guide product listing is cross-linked to its corresponding Allergence page providing tight integration between the two publications.

Featured Partner Status

All *SnackSafely.com Manufacturer Partnership* members receive complimentary Allergence product pages. Partners may choose to upgrade to *Featured Partner* status which includes a dedicated Manufacturer page and active links to their website, store finder and Amazon product pages in addition to ads that display on their pages and rotate in Allergence.

Non-Profit Amazon Tie-In

SnackSafely.com is an Amazon affiliate that donates 100% of proceeds for products ordered via Allergence to *End Allergies Together*, a non-profit devoted to funding research into therapies and a cure for food allergy. Our tie-in with EAT provides an additional inducement for our readers to purchase partner products at no cost to the partner.



2019 Allergence Metrics

Unique Visitors	204,014	Website Referrals	132,845
Registered Users	11,319	Amazon Referrals	26,107
Manufacturers Featured	122	Products Featured	2,131

Product Description

“ MadeGood® Granola Minis are manufactured in a dedicated facility free from the common allergens: peanut, tree nuts, wheat, soy, dairy, egg, sesame, fish & shellfish. They are organic, gluten free and contain the nutrients in one full serving of vegetables from six different sources. ”

Ads

Healthy snacks just don't taste good. **PAGE AD**

These most healthy snacks taste **PAGE AD**

Allergen Profile

Allergen	Ingredient	Manufacturing Exposure	Marketed as Free
Peanut:	NO	NOT PROCESSED in facility	YES
Tree Nuts:	NO	NOT PROCESSED in facility	YES
Egg:	NO	NOT PROCESSED in facility	YES
Milk:	NO	NOT PROCESSED in facility	YES
Wheat:	NO	NOT PROCESSED in facility	YES
Soy:	NO	NOT PROCESSED in facility	YES
Fish:	NO	NOT PROCESSED in facility	YES
Shellfish:	NO	NOT PROCESSED in facility	YES
Sesame:	NO	NOT PROCESSED in facility	YES
Mustard:	NO	NOT PROCESSED in facility	YES

Other Promotion Options

Weekly Newsletter Ad

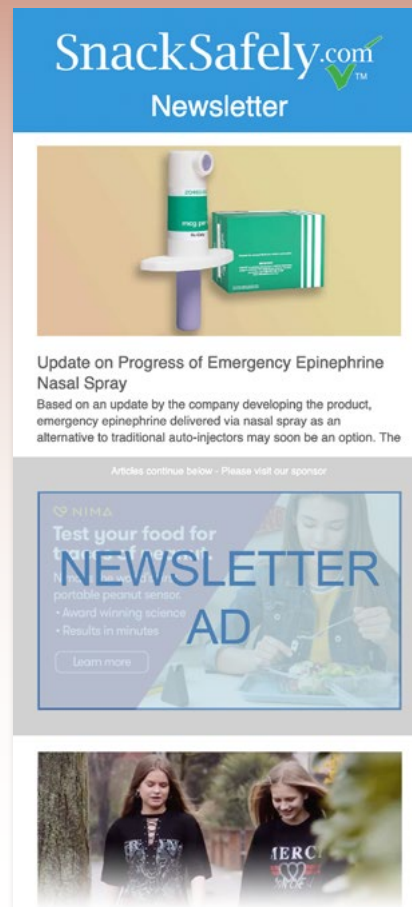
We distribute a weekly newsletter to over 15,000 subscribers with updates from our blog, the Safe Snack Guide, Allergence, and our partner manufacturers.

Each newsletter provides space for one or two ads of varying size and can be purchased in single or multiple quantities depending upon availability.

Sizing: 300x250, 300x600

Custom Campaigns

We are happy to design a custom campaign utilizing a combination of blog, Safe Snack Guide, Allergence, and social media placements that together provide exceptionally deep and wide exposure to our readership. We can also incorporate your contest, giveaway, sample sign-up or other external promotional opportunity as well as serve as a vehicle for your press release to the food allergy community.




SnackSafely.com
Newsletter

Update on Progress of Emergency Epinephrine Nasal Spray
Based on an update by the company developing the product, emergency epinephrine delivered via nasal spray as an alternative to traditional auto-injectors may soon be an option. The

Articles continue below - Please visit our sponsor

Test your food for
NEWSLETTER AD
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• Award winning science
• Results in minutes
[Learn more](#)



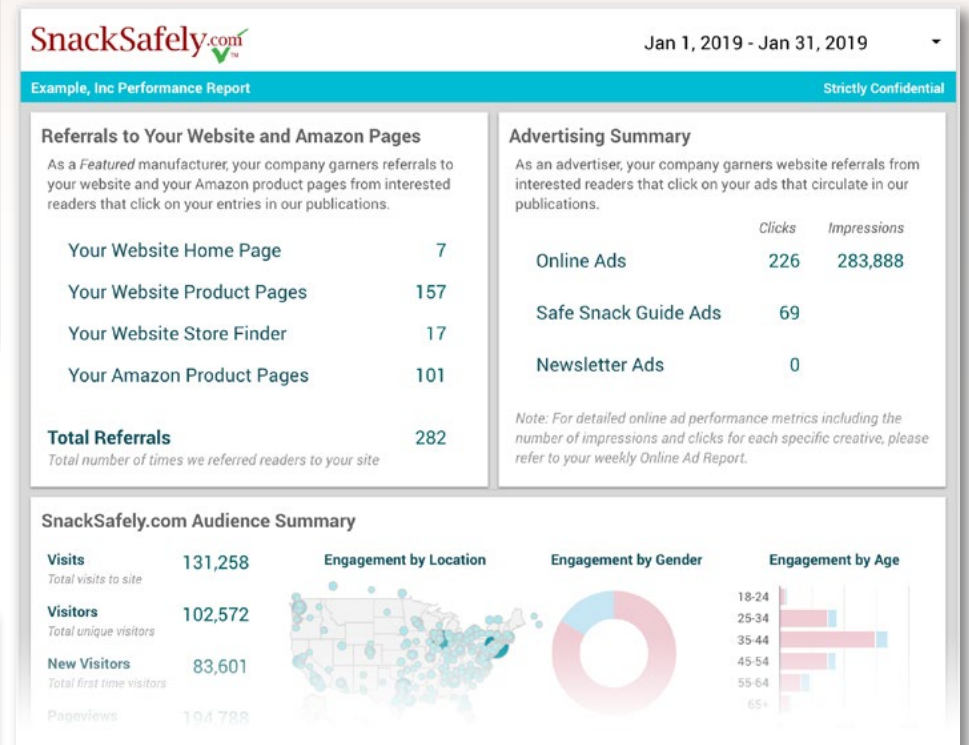
Performance Reporting

Weekly Performance Reports

All ad campaigns include detailed performance reports delivered each Monday morning characterizing the campaign's performance for the week before.

Using the metrics provided in our reports, advertisers can fine-tune their messaging by periodically updating their creatives and comparing the performance to prior iterations.



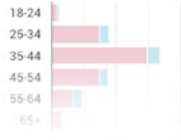
Monthly summary reports including metrics for ads appearing in the Safe Snack Guide and our newsletter are generated by *Google Data Studio* detailing the number of downloads, impressions, ad clicks and Allergence referrals.



SnackSafely.com Jan 1, 2019 - Jan 31, 2019

Example, Inc Performance Report Strictly Confidential

Referrals to Your Website and Amazon Pages		Advertising Summary	
As a <i>Featured</i> manufacturer, your company garners referrals to your website and your Amazon product pages from interested readers that click on your entries in our publications.		As an advertiser, your company garners website referrals from interested readers that click on your ads that circulate in our publications.	
Your Website Home Page	7	Online Ads	Clicks: 226, Impressions: 283,888
Your Website Product Pages	157	Safe Snack Guide Ads	69
Your Website Store Finder	17	Newsletter Ads	0
Your Amazon Product Pages	101		
Total Referrals	282		
<small>Total number of times we referred readers to your site</small>		<small>Note: For detailed online ad performance metrics including the number of impressions and clicks for each specific creative, please refer to your weekly Online Ad Report.</small>	

SnackSafely.com Audience Summary			
Visits	131,258	Engagement by Location	Engagement by Gender
<small>Total visits to site</small>			
Visitors	102,572	Engagement by Age	
<small>Total unique visitors</small>			
New Visitors	83,601		
<small>Total first time visitors</small>			
Pageviews	104,788		

For more information and pricing:
email us: ads@snacksafely.com or call: (347) 915-4777