



2023
ADVERTISING
GUIDE

Snack
Safely
V.com

Our Mission and Reputation

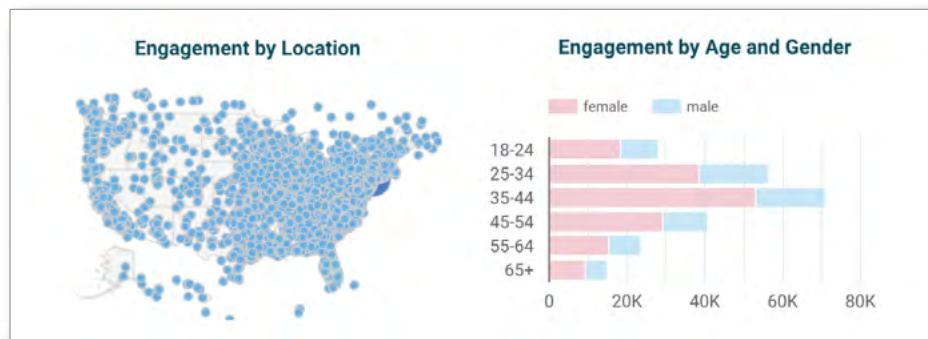
As vocal advocates for the causes, legislation, research and reforms that benefit individuals with food allergy, SnackSafely.com is one of a handful of organizations recognized, respected, and referred to by the food allergy community as well as school districts nationwide seeking to accommodate their 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, administrators and those responsible for accommodating people 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. (*Only members of the SnackSafely.com Manufacturer Partnership may advertise food products*);
- Epinephrine auto-injectors/administration devices and accessories including carriers, temperature regulators, locators, etc;
- Physician practices specializing in allergy and asthma, including those offering immunotherapy and teleservices;
- Home IgE (not IgG) tests, etc;
- Medical alert jewelry;
- Nutritionists, meal planners, and advocates;
- Restaurants and eateries that accommodate food allergies;
- Camps that accommodate food allergies;
- Publications, newsletters and blogs.

Our Media

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

- The *SnackSafely.com Blog*
- Our family of *Safe Snack Guides*
- Our *Allergence* Product Screening Service
- Our 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 and celiac disease. Topics covered include progress toward treatment and a cure; immunotherapy; general news items of interest to the community; legislation; innovations in emergency epinephrine delivery; and advice regarding safety, procedures, and school policies.

Medium

The SnackSafely.com Blog is WordPress-based and hosted via 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*, *Pinterest*, and *reddit* social media properties with many cross-posted to over 30 Facebook and LinkedIn discussion groups pertaining to food allergy. Our reach draws a large nationwide audience with diverse needs and views.

2022 SnackSafely.com Blog Metrics

Visits <i>Total visits to site</i>	1,110,626	Visitors <i>Total unique visitors</i>	886,902
Pageviews <i>Total pages viewed</i>	1,247,034		

Ad Sizes and Placements

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

Lead Banner Ad

This 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

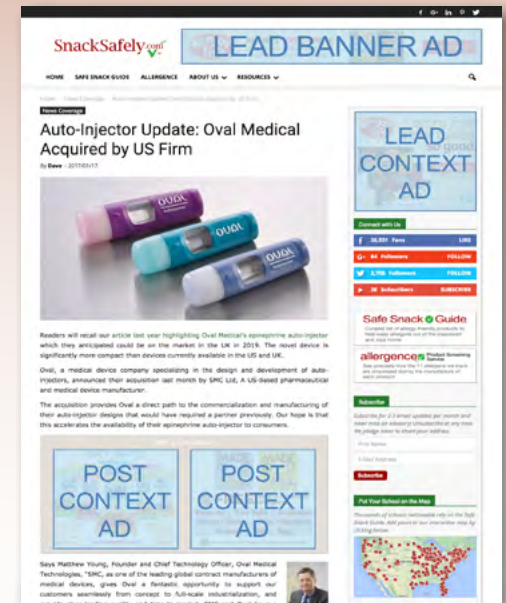
This placement is also run-of-site and appears at the top of the sidebar on large viewports or as the first context article on smaller viewports. Reserved for one advertiser.

Sizing: 300x250

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

Sizing: 300x250

Sponsored Post – Article appearing within the day-to-day stream of articles. Provides a long-form opportunity for advertising and may contain any combination of text, graphics and video, etc to any length. Each is cross-posted to all social media properties and appears in our newsletter.



Advertising in the Safe Snack Guide

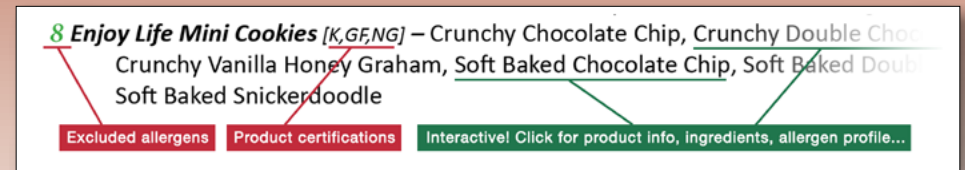
About the Guide

The Safe Snack Guide is SnackSafely.com's catalog of allergy-friendly foods, the only national publication used by thousands of schools and tens of thousands of parents nationwide to help keep allergens out of the classroom and the home. The Guide is published in four main editions — *Peanut & Tree Nut Free*, *Milk Free*, *Sesame Free*, and *Gluten Free* — and over 7,000 *Custom Editions* created by our readers.

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

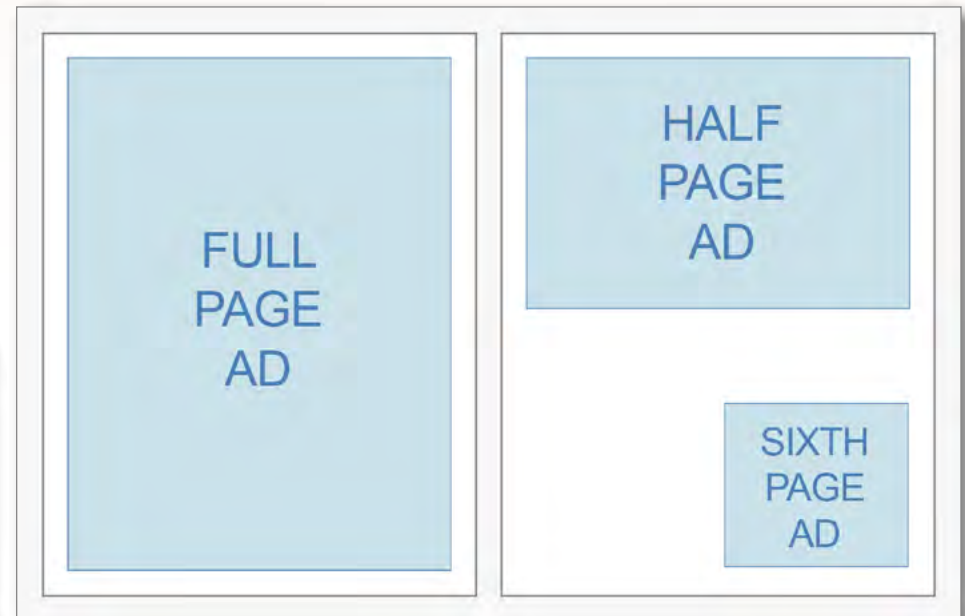
The Guides are interactive PDF files downloaded from SnackSafely.com that can be viewed on the consumer's device or printed locally. When a product entry is clicked, the corresponding *Allergence* product page is launched providing detailed consumer and allergen processing information. All ads are clickable 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



2022 Safe Snack Guide Metrics

Downloads **151,703**

Total number of individual downloads from website

Estimated Number Emailed **~300,000**

Based on sampled two emails sent per download

About Allergence

Allergence is an 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.

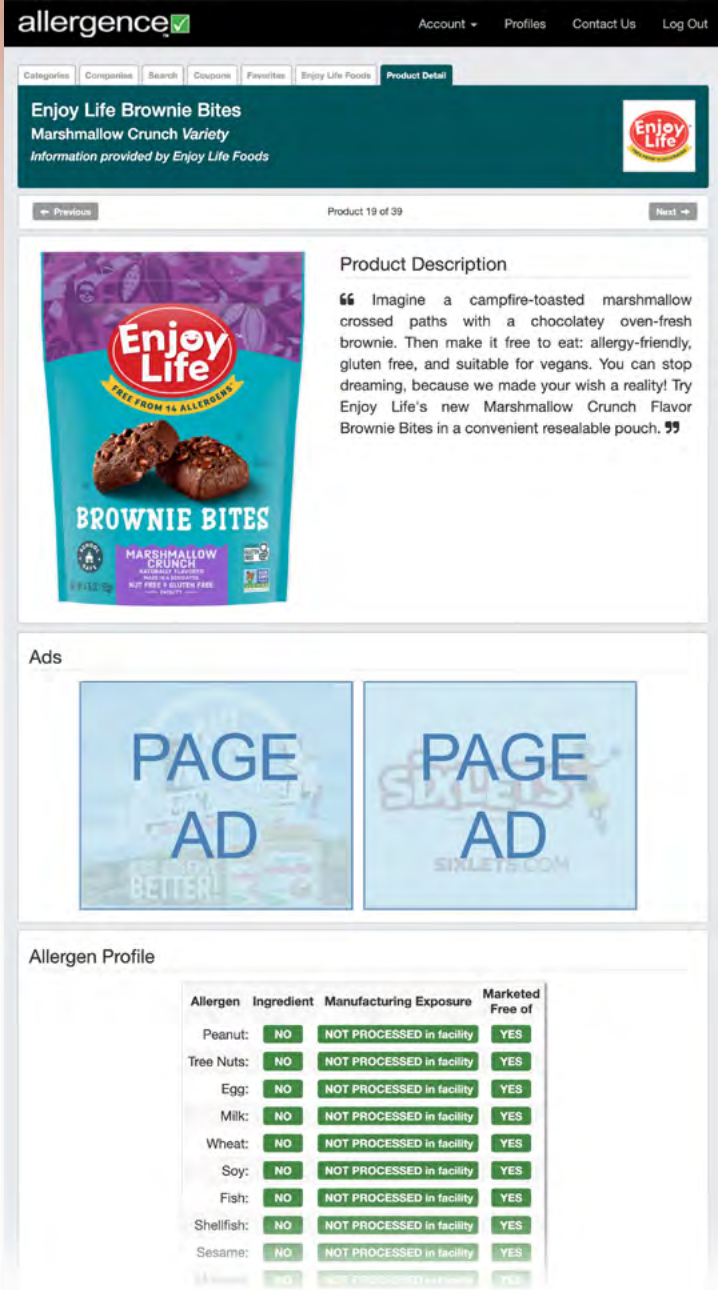
Non-Profit Amazon Tie-In

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



2022 Allergence Metrics

Unique Visitors	589,190	Website Referrals	338,123
Registered Users	15,593	Amazon Referrals	209,666
Manufacturers Featured	181	Products Featured	3,397



Enjoy Life Brownie Bites
Marshmallow Crunch Variety
Information provided by Enjoy Life Foods

Product Description

“ Imagine a campfire-toasted marshmallow crossed paths with a chocolatey oven-fresh brownie. Then make it free to eat: allergy-friendly, gluten free, and suitable for vegans. You can stop dreaming, because we made your wish a reality! Try Enjoy Life’s new Marshmallow Crunch Flavor Brownie Bites in a convenient resealable pouch. ”

Ads

Allergen Profile

Allergen	Ingredient	Manufacturing Exposure	Marketed Free of
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

Other Promotion Options

Weekly Newsletter Ad

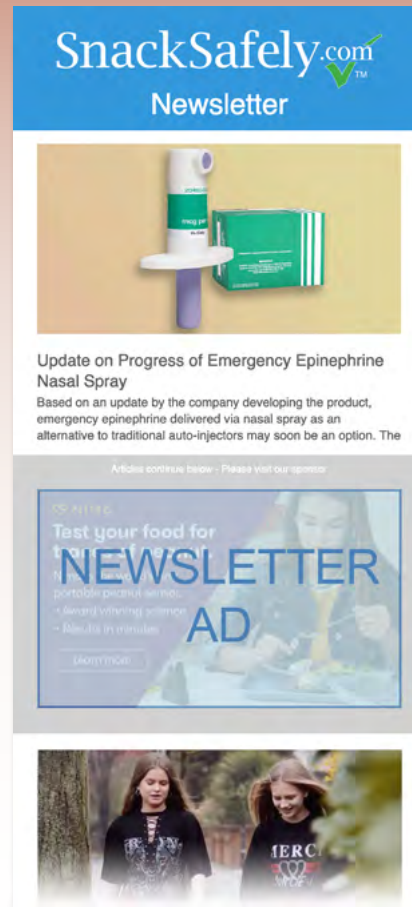
We distribute a weekly newsletter to over 27,000 subscribers with updates from our blog, the Safe Snack Guide, Allergence, and our partner manufacturers.

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: 500x500

Custom Campaigns

We are happy to design a custom campaign utilizing a combination of blog, Safe Snack Guide, Allergence, Sponsored Posts 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.



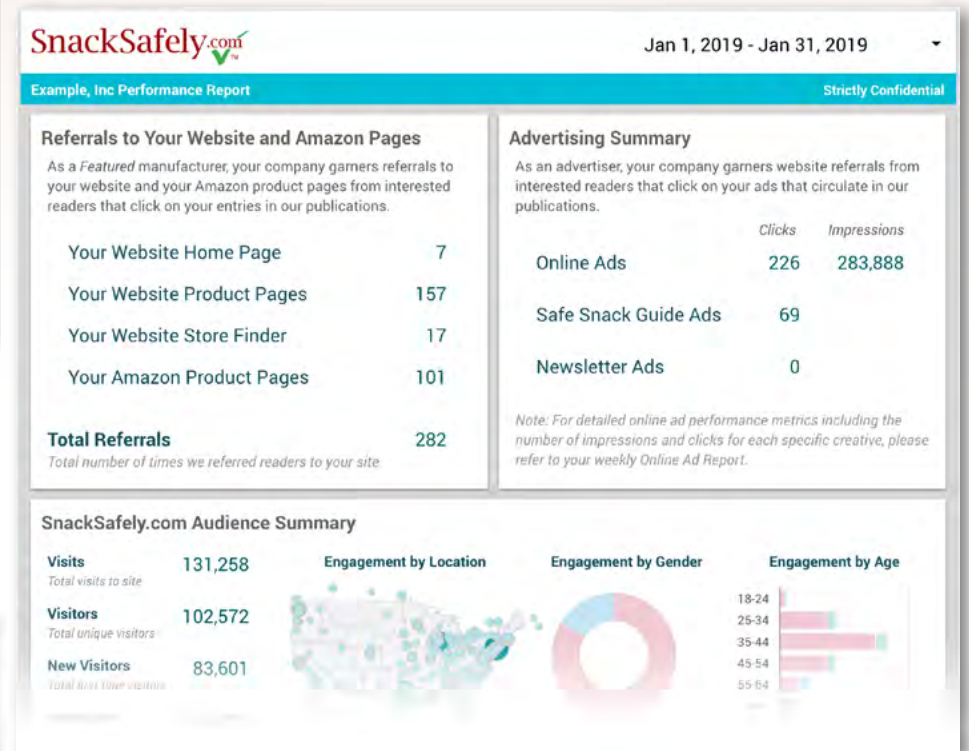
Performance Reporting

Weekly Performance Reports

All ad campaigns include detailed performance reports delivered each Monday morning that characterize 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 Looker* detailing the number of downloads, impressions, ad clicks and Allergence referrals.



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