



**Gluten Free Life**  
*with Jen*

*The Gluten-Free Dairy-Free*  
**WEB SITE • NEWSLETTER**

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**MEDIA KIT**

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*2009/2010*

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## ***What is Gluten Free Life with Jen and Why Should You Advertise With Us?***

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My name is Jen Cafferty and I am the Founder of The Gluten Free Cooking Expo and Owner of ***Gluten Free Life with Jen***. I am diligent about helping those on a gluten-free journey learn how to find the best products and prepare delicious gluten-free foods.

As a writer, cooking instructor, GIG support group leader and gluten-free life coach, I share my gluten-free journey with my readers and students around the country and globe.

By advertising with ***Gluten Free Life with Jen***, your company will gain increased visibility to gluten-free customers and gluten-free product seekers.

My clients know that I only promote the best products and expect that my recipes and gluten-free living tips will make their lives a little easier. Quick, easy and delicious meals (whether using products or made from scratch) are a signature of my website, articles and classes.

You can view the website at [www.gfreelife.com](http://www.gfreelife.com). By viewing the site, you will be able to see the type of articles that I write and also see the most recent news articles that I have written for Examiner.com. I have recently redesigned the site and am getting rave reviews about the ease of navigation.

The website is updated multiple times per week and has over 2,800 RSS subscribers. On average, we receive 5,000 hits per week on the website. A brand new e-newsletter is sent twice per month to a loyal 3,000 subscribers with an average open rate of 48%, well over the industry standard.

Please let me know if you have any questions regarding advertising on the website or in the newsletter. I look forward to working with you and helping you promote your gluten-free products.

Sincerely,

***Jen Cafferty***  
***Founder, The Gluten Free Cooking Expo***  
***Owner, Gluten Free Life with Jen***



# WEBSITE

## 2009/2010 BANNER AD SPECIFICATIONS AND RATES

### UNIT SIZES AVAILABLE

Code #	Unit	Width x Depth	Max. File Size	Rich Media	Animation
w-A	Letterboard	728 x 90	80k	yes	yes
w-B1	Horizontal	468 x 60	80k	yes	yes
w-B2	Horizontal	468 x 60	80k	yes	yes
w-C	Medium Rectangle	300 x 250	80k	yes	yes
w-D	Vertical	120 x 600	80k	yes	yes
w-E1	Square Button	125 x 125	80k	yes	yes
w-E2	Square Button	125 x 125	80k	yes	yes

### RATES

Code #	Unit	Width x Depth	\$ Cost/Month	3 Mos.	6 Mos.	12 Mos.
w-A	Letterboard	728 x 90	250	675	1150	2100
w-B1	Horizontal	468 x 60	75	200	350	550
w-B2	Horizontal	468 x 60	75	200	350	550
w-C	Medium Rectangle	300 x 250	100	270	480	840
w-D	Vertical	120 x 600	75	200	350	550
w-E1	Square Button	125 x 125	30	80	125	205
w-E2	Square Button	125 x 125	30	80	125	205

### BANNER SPECS

File formats accepted: GIF, JPEG, or SWF.

Flash files (SWF) must include the following code as an action on a button on the background layer:

***on (release) {getURL (url, window="\_blank");}***

The button should cover the full dimensions of the ad (this makes the entire ad clickable).

Please do not include links or buttons that do not span the complete dimensions of the banner; this reduces the effectiveness of banner click-throughs. Maximum 15 seconds animation run time.

**For more information on tracking Flash banners:**

[http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

### GENERAL CONSIDERATIONS

- Rich Media: .GIF alternate must be supplied to accommodate browsers with out the Plug-in.
- Any sound must be user initiated by click, not mouse over.
- Gfreelife.com must approve all ads, promotional copy and click through links.
- Ads may not employ rapid/strobing animation of any graphic, copy, or background elements(s).
- No radio buttons, drop down boxes, search, and blinking text.
- Banners should be encased in a border and distinct from the content. If borderless, a banner must contain the advertiser's name to signify that it is an ad creative banner, not content.
- Ads may not have transparent backgrounds and may never blend into the screen content.

### DESIGN SERVICES

Gfreelife.com can provide design services for your banner ad.



# NEWSLETTER

## 2009/2010 BANNER AD SPECIFICATIONS AND RATES

### UNIT SIZES AVAILABLE

Code #	Unit	Width x Depth	Max. File Size	Rich Media	Animation
n-A	Letterboard	728 x 90	80k	no	no
n-B1	Square Button	125 x 125	80k	no	no
n-B2	Square Button	125 x 125	80k	no	no
n-C	Vertical	120 x 600	80k	no	no

### RATES

Code #	Unit	Width x Depth	\$ Cost/Month	3 Mos.	6 Mos.	12 Mos.
n-A	Letterboard	728 x 90	50	135	240	420
n-B1	Square Button	125 x 125	15	36	60	100
n-B2	Square Button	125 x 125	15	36	60	100
n-C	Vertical	120 x 600	35	90	150	240

### BANNER SPECS

File formats accepted: GIF or JPEG

### GENERAL CONSIDERATIONS

- Gfreelife.com must approve all ads, promotional copy and click through links.
- Ads may not employ rapid/strobing animation of any graphic, copy, or background element(s).
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**ADVERTISING INSERTION ORDER**

- 1. Read and Verify Information
- 2. Print a Copy
- 3. Sign and Fax to Jen Cafferty at 708-358-1818
- 4. E-mail banner ad and newsletter materials to Jen Cafferty at [jen@glutenfreeclasses.com](mailto:jen@glutenfreeclasses.com)  
Phone: 847-217-1317

**BANNER AD INFORMATION**

Banner ads are sold on a monthly basis, with discounted rates available for frequency.

**PLACEMENT DEADLINES**

Ads are posted at the beginning of the month, unless otherwise requested. Ads are due four days prior to ad launch date.

*Gluten Free Life with Jen is hereby authorized to publish the web advertisement of:*

**ADVERTISER**

Company name \_\_\_\_\_ Billing address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_  
 Country \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Contact name \_\_\_\_\_ E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

**AD SIZE**

Placement      Website      Newsletter

Unit Size(s) \_\_\_\_\_  
 Please include code # before unit name \_\_\_\_\_

**COMMITMENT**

Number of months \_\_\_\_\_  
 Beginning (mm/dd/yyyy) \_\_\_\_\_  
 Ending (mm/dd/yyyy) \_\_\_\_\_

**URL that ad should link to when clicked (homepage, recipe, etc.):**

\_\_\_\_\_

**ADVERTISEMENT AUTHORIZED BY:**

Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Date: \_\_\_\_\_  
 Signature: \_\_\_\_\_

*By signing above, I agree that I have read and agree to the Publisher's Conditions and Copy Regulations- See page 8.*



## PUBLISHER'S CONDITIONS AND COPY REGULATIONS

**(PUBLISHER AS USED IN THE FOLLOWING REFERS TO *GLUTEN FREE LIFE WITH JEN*)**

1. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
2. The publisher's liability for any error will not exceed the charge for the advertisement in question.
3. The publisher, while taking all care, assumes no responsibility for the inaccurate reproduction of digitally submitted advertisements resulting from improper file preparation, including but not limited to artwork, graphics, color and type.
4. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
5. Banner ads that are designed by the publisher and not used by the advertiser will be charged for composition and other direct expenses.
6. A contract may be suspended or canceled upon 5 days written notice received by the publisher prior to scheduled posting of the banner ad, and rate will be adjusted to that earned by actual length of posting.
7. All prices quoted are net and do not qualify for any agency commissions.
8. All advertisements are accepted for the web site entirely on the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the posting of advertising, the advertiser and/or agency will fully hold harmless and indemnify the publisher from and against any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the posting of any advertisement (including but not limited to claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or things contained in the advertisement.
9. Advertising insertion is conditioned upon acceptance of the publisher.
10. The construction, interpretation and performance of any advertising contracts and/or insertion orders shall be governed by the domestic laws of the State of Illinois, USA.
11. Banner advertisements must keep with the general purpose of the Gluten Free Life with Jen web site, which is to educate and inform the general public about gluten-free cooking and living.

