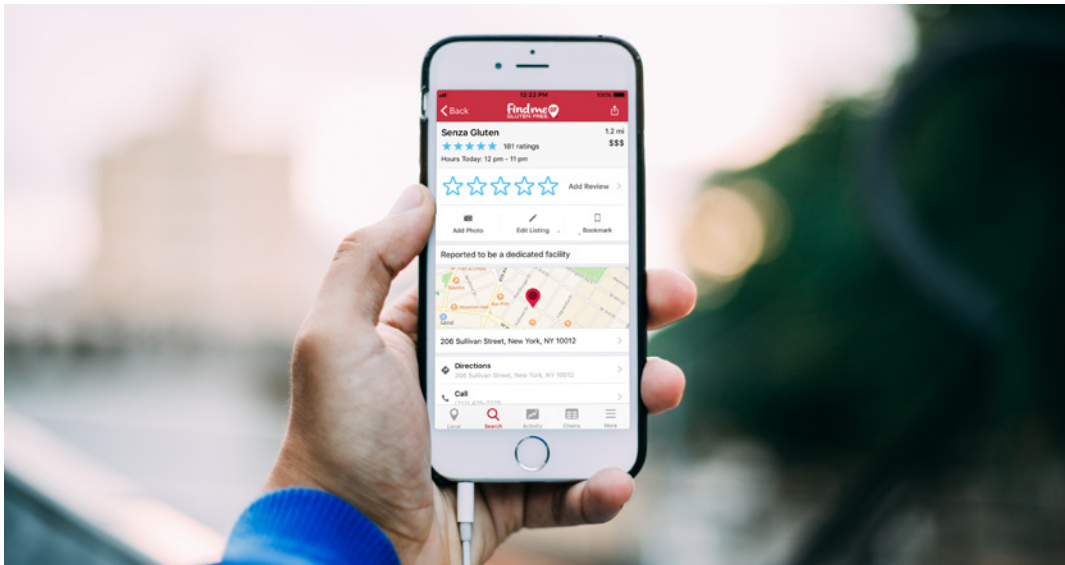


# Who We Are & What We Do



Find Me Gluten Free is the category leader for finding gluten free friendly businesses locally & when traveling.



We help consumers find over 80,000 gluten free friendly businesses nationwide and share their experiences with other people. The App & Website offer advertising solutions to reach consumers on a national, local and now international level. Currently focusing on restaurants and businesses, FMGF will expand to offer other gluten free listings soon, as well as expand further into the European market. **Contact us today to discuss ad placement options to fit your needs!**

## Find Me Gluten Free statistics\*

The app is downloaded  
**800-1200**  
times a day by new users

The app is opened  
**839,000**  
times per month

Our users have left over  
**230,000**  
business/restaurant reviews

**272,000**  
unique monthly  
website visitors

**140,000**  
active monthly mobile  
app users

**1,100,000**  
searches per month for GF  
friendly restaurants

\*These numbers are averaged statistics

# Find Me Gluten Free Specialized Ad Options



Reach gluten free customers when they're looking for gluten free options, locally and while travelling.

## PERKS OF OUR SPECIALIZED ADVERTISING OPTIONS

UP TO  
**25x** MORE  
CLICKS  
than regular listings

**6-9%** CLICK  
THROUGH  
RATE  
Average for mobile advertising is .2%



**BUDGET-FRIENDLY PRICING**

## Featured Restaurant Listings

List your business at the TOP of search results and get an accurate representation of the ad success! We provide quantitative reports sharing:

- App click-throughs
- Clicked directions
- Phone calls made through the app
- Website click-throughs

## Pricing

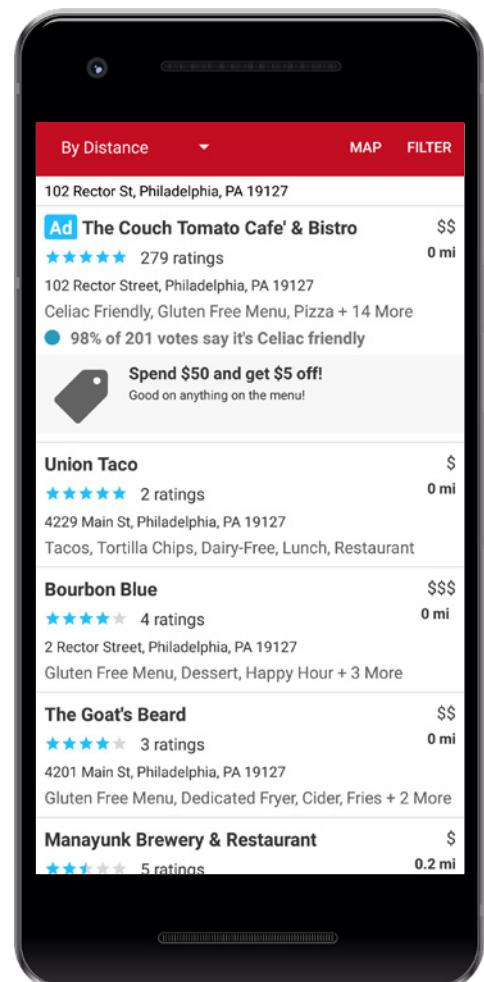
Pricing is based on the number of monthly searches in your area. Minimum fee is \$35/mo. Here are some examples:

<b>New York City within 5 miles</b>	
28,000 monthly searches .....	\$280/mo.
<b>Chicago within 10 miles</b>	
16,000 monthly searches .....	\$160/mo.
<b>San Diego within 25 miles</b>	
11,000 monthly searches .....	\$110/mo.
<b>Salt Lake City within 25 miles</b>	
6,000 monthly searches .....	\$60/mo.

## Contact Us

We feature a maximum of 4 restaurants per geographic area. Space is limited, so reserve your spot today!

FEATURED RESTAURANT LISTING ON MOBILE APP



# Advertising Placement Options

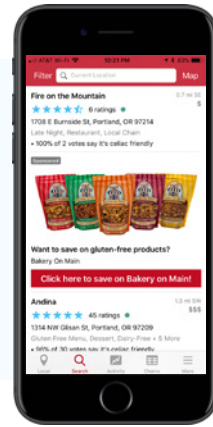


## Mobile Native Ad – Mobile App Only

### Mobile Native Ad UNIT CODE – M-x

Specs:

- Ad graphic – 1600 x 600px. Stationary only. Max file size 750 KB. NOTE: Minimal text preferred for legibility when scaling down in size, depending on the device.
- Headline – Max 90 characters.
- Body – Max 90 characters.
- Call to Action – Max 15 characters.



## Banner Ads – Website Only

### Side Banner Ad UNIT CODE – W-E

Specs:

- 300 x 250px – Stationary max file size 50k. Animated banner initial load 50 Kb, subsequent polite load size up to 1 MB.



### Top Banner Ad UNIT CODE – W-F

Specs:

- 728 x 90px – Stationary max file size 50k. Animated banner initial load 50 Kb, subsequent polite load size up to 1 MB.

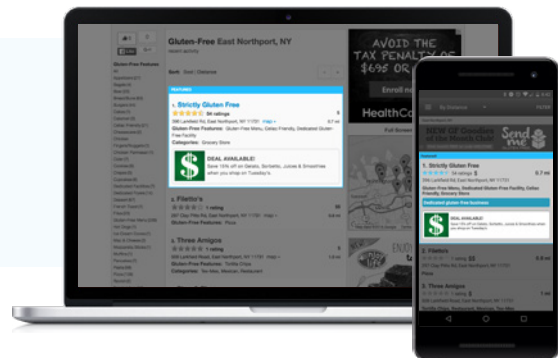


## Specialized Listings – Website & Mobile App

### Featured Restaurant Listing with Optional Sale Ad UNIT CODE – WM-A

Optional Sales Ad Specs:

- Graphic – 250 x 250px. Stationary only. Max file size 50k.
- 10-word max headline, 20-word max call to action



# Advertising Rates & File Specifications



UNIT & DETAILS	UNIT CODE #	RATE (NET)
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## Mobile App Only

**Mobile Native Ad** ..... **M-x** ..... **\$6 CPM**

- Minimum monthly budget of \$500. May set max spend limit.

## Website Only

**Side Banner Ad** ..... **W-E** ..... **\$8 CPM**

- Maximum of 4 rotating ads. 200,000 average monthly impressions.
- Minimum monthly budget of \$500. May set max spend limit.

**Top Banner Ad** ..... **W-F** ..... **\$8 CPM**

- Maximum of 4 rotating ads. 200,000 average monthly impressions.
- Minimum monthly budget of \$500. May set max spend limit.

## Website & Mobile App

**Featured Restaurant Listing with Optional Sale Ad** ..... **WM-A** ..... **Varies**

- Price based on number of searches and businesses listed in area.



## Overall Design Specs

### Banner Specs

- Formats accepted: GIF, JPEG, PNG or SWF at 72 dpi, Max 15-second animation
- FMGF must approve all ads, promotional copy and click through links
- Client is responsible for testing animated ads on all browsers for compatibility
- Any sound must be user initiated by click, not mouse over
- Ads may not use rapid/strobing animation of any graphic, copy, or background elements
- No expanding ads, radio buttons, drop down boxes, or search bars
- Ads may not have transparent backgrounds and may never blend into the screen content

### File Submission

Compress all ad materials to smaller than 10MB with Stuff-It or Zip & email to Tina Ferruolo at [tina@glutenfreemg.com](mailto:tina@glutenfreemg.com). Please include "Advertiser's name, Unit Code #(s)" in the subject line of your e-mail. Find Me Gluten Free is not responsible for misdirected e-mails.

### Design Service Requests

Creative and production services for your banner ad are available. Contact us for rates.

## Ad Placement Deadlines

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

## Contact Information

### Advertising Sales

**Tina Ferruolo, Director of Sales**  
630-796-5120  
[tina@glutenfreemg.com](mailto:tina@glutenfreemg.com)

**Stacy Rafkin, Account Manager**  
646-346-4919  
[stacy@glutenfreemg.com](mailto:stacy@glutenfreemg.com)

**Barbara Stefanacci, Account Manager**  
862-247-5325  
[barbara@glutenfreemg.com](mailto:barbara@glutenfreemg.com)

# Find Me Gluten Free Ad Insertion Order

To complete your order, please fill out this page, review and sign, save or print a copy for yourself, and email to Tina Ferruolo at [tina@glutenfreemg.com](mailto:tina@glutenfreemg.com). **Find Me Gluten Free is hereby authorized to publish the web advertisement of:**

## Advertiser Information

Company

Billing Address

City

State

Country

ZIP/Postal Code

Phone

E-mail

Contact name

Website

Invoice to

## Ad Placement

**Ad Unit Code #**  
See pg 3-4 for #s.

**Corresponding URL**

**Start-End Date**  
(mm/dd/yy - mm/dd/yy)

## Artwork

**Advertiser will supply ad.** Review ad specs on pages 3 & 4 before submission.

**Please create my ad.** Contact us for pricing and more details on this option.

### File Submission

Compress all ad materials to smaller than 10MB with Stuff-It or Zip and email to Tina Ferruolo at [tina@glutenfreemg.com](mailto:tina@glutenfreemg.com). Please include "Advertiser's name, Unit Code #(s)" in the subject line of your e-mail. Find Me Gluten Free is not responsible for misdirected e-mails.

## Late Fee Notice

Payment is due within 30 days of the invoice date. A monthly finance charge of 5% will be added each month until full payment is received.

## Advertisement Authorized By:

Name:

Company:

Signature:

Date:

**By signing above, I agree that I have read and agree to the Publisher's Terms & Conditions- See the following page.**

# Find Me Gluten Free Ad Insertion Order



## Terms & Conditions

### **PUBLISHER AS USED IN THE FOLLOWING REFERS TO GLUTEN FREE CLASSES, LLC.**

1. Payment is due within 30 days of the invoice date. A monthly finance charge of 5% will be added each month until full payment is received.
2. All advertising is subject to the publisher's approval. The publisher reserves the right to reject any advertising.
3. The publisher's liability for any error will not exceed the charge for the advertisement in question.
4. 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.
5. The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
6. Banner ads that are designed by the publisher and not used by the advertiser will be charged for composition and other direct expenses.
7. 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.
8. All prices quoted are net and do not qualify for any agency commissions.
9. 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.
10. Advertising insertion is conditioned upon acceptance of the publisher.
11. 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.
12. Banner advertisements must keep with the general purpose of the Find Me Gluten Free website and mobile app, which is to help people live gluten free.