



Snack  
Safely  
V.com

2025  
ADVERTISING  
GUIDE

## Our Mission and Reputation

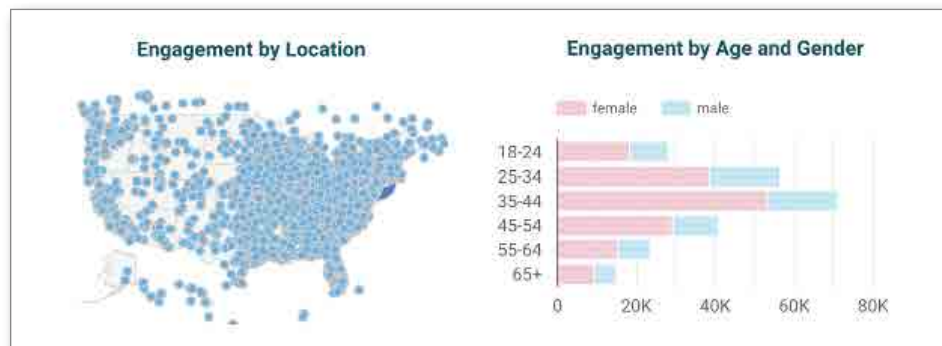
As vocal advocates for the causes, legislation, research and reforms that benefit individuals with food allergy, SnackSafely.com is one of a handful of organizations recognized, respected, and referred to by the food allergy community as well as school districts nationwide seeking to accommodate their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

## Our Audience

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

- Adults and parents of children already coping with food allergies and the newly diagnosed;
- 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 devices such as auto-injectors and nasal sprays, and accessories including carriers, temperature regulators, locators, etc;
- Physician practices specializing in allergy and asthma, including those offering immunotherapy and teleservices;
- FDA approved drugs and OTC products of interest to the food allergy community;
- Medical alert jewelry;
- Nutritionists, meal planners, and advocates;
- Restaurants and eateries that gladly accommodate food allergies;
- Camps that accommodate food allergies;
- Publications, newsletters and blogs that cater to the food allergy community.

## Our Media

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

- The *SnackSafely.com Blog*
- Our family of 9,000+ *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, et al.

## 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/X*, *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.

## 2024 SnackSafely.com Blog Metrics

<b>Visits</b> <i>Total visits to site</i>	<b>1.24 Million</b>	<b>Visitors</b> <i>Total unique visitors</i>	<b>1.03 Million</b>
<b>Pageviews</b> <i>Total pages viewed</i>	<b>1.54 Million</b>		

## 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

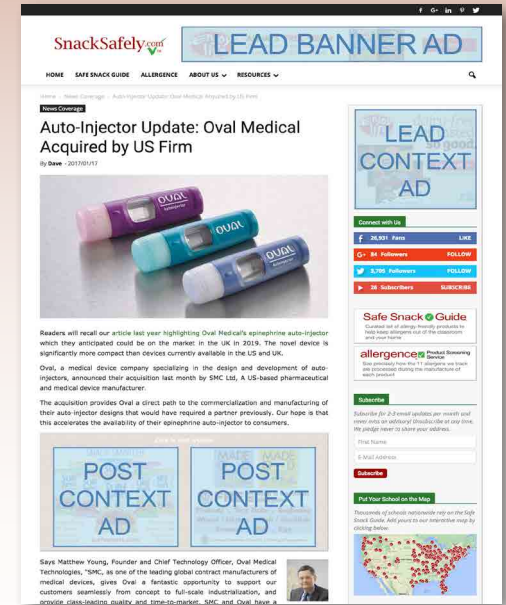
This premier placement is also run-of-site and appears at the top of the sidebar on large viewports or as the first context article on smaller viewports. Reserved for one advertiser.

*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 8,500 *Custom Editions* created by our readers for families, classrooms, and events.

Arranged in over 40 categories including *snacks*, *breakfast cereals*, *baby and toddler food*, *baking mixes*, *granola*, *peanut butter alternatives and spreads*, *dairy alternatives* 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 distributed as 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.

### 2024 Safe Snack Guide Metrics

#### Downloads

Total number of individual downloads from website

**141K**

#### Estimated Number Emailed

Based on sampled two emails sent per download

**~280K**

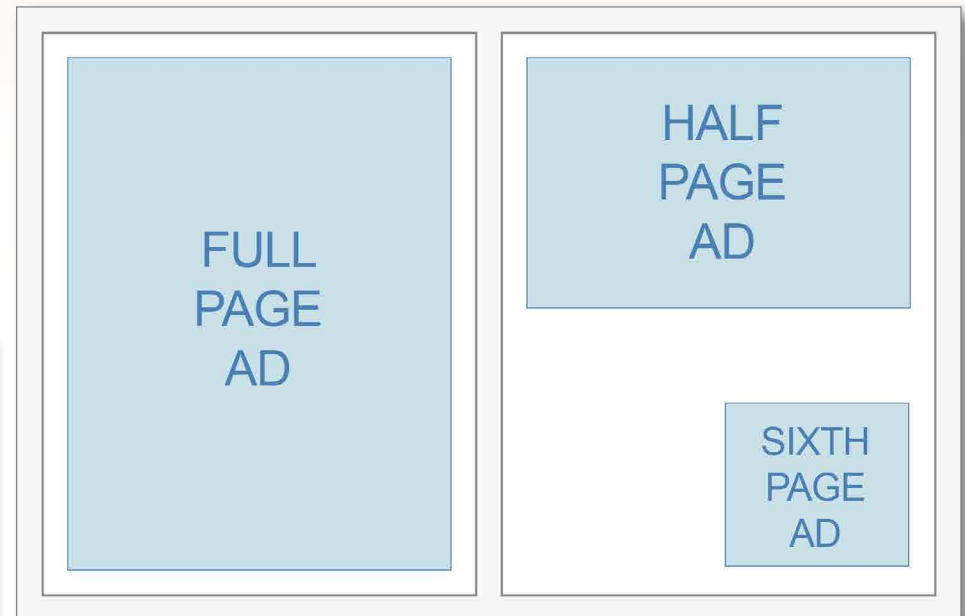
## Sample Listing



## Ad Sizes and Placement

The Safe Snack Guide provides three 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



## About Allergence

Allergence is an interactive product screening service providing detailed ingredient, allergen processing, third-party certification and consumer information for each partner product. Each 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.

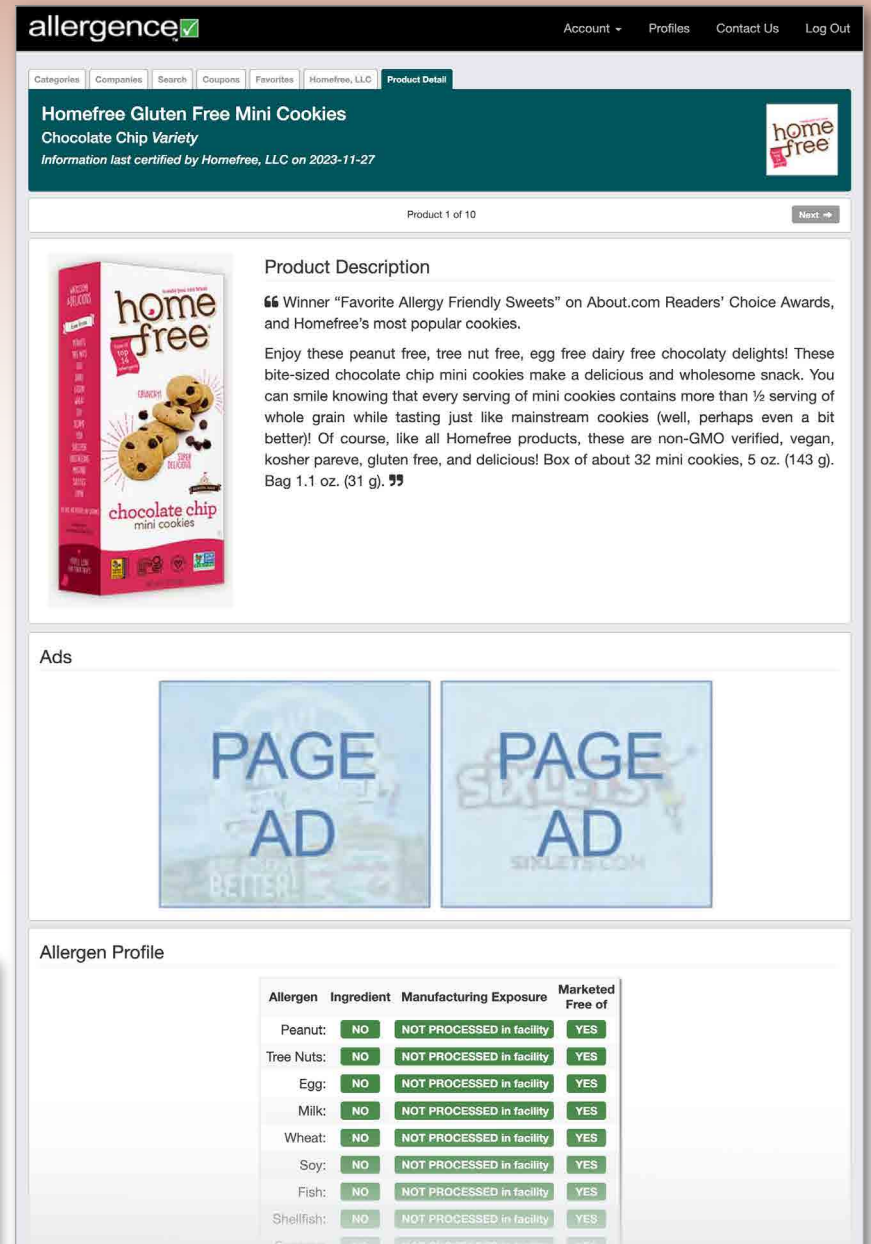
## Non-Profit Amazon Tie-In

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.



### 2024 Allergence Metrics

Unique Visitors	217K	Website Referrals	128K
Registered Users	17K	Amazon Referrals	51K
Manufacturers Featured	213	Products Featured	3.2K



The screenshot shows the Allergence website interface for a product page. At the top, there's a navigation bar with 'allergence' logo and links for Account, Profiles, Contact Us, and Log Out. Below that, a breadcrumb trail shows 'Categories > Companies > Search > Coupons > Favorites > Homefree, LLC > Product Detail'. The main header features the product name 'Homefree Gluten Free Mini Cookies - Chocolate Chip Variety' and a note 'Information last certified by Homefree, LLC on 2023-11-27'. A 'home free' logo is in the top right. The product image shows a box of 'home free chocolate chip mini cookies'. The 'Product Description' section includes a quote from About.com Readers' Choice Awards and a detailed description of the cookies. Below the description is an 'Ads' section with two placeholder images labeled 'PAGE AD'. At the bottom, the 'Allergen Profile' table is visible.

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

# Other Promotion Options

## Weekly Newsletter Ad

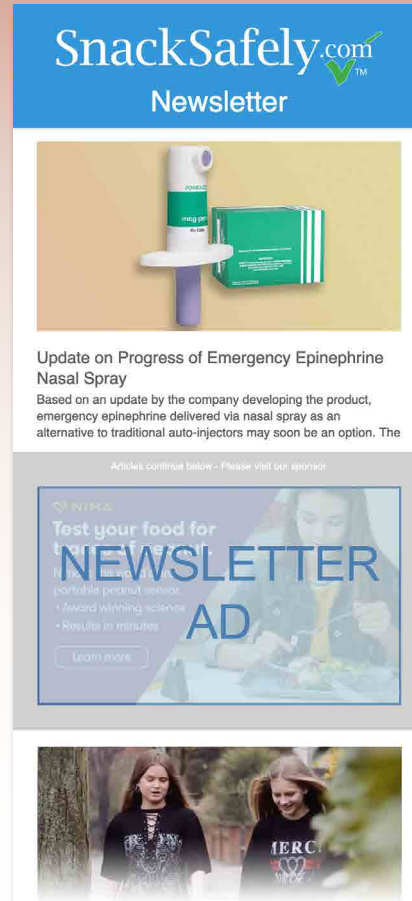
We distribute a weekly newsletter to over 27,000 subscribers with updates from our blog, the Safe Snack Guide, Allergence, and our partner manufacturers featuring an industry leading 45-55% open rate.

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, mailing list sign-up or other external promotional opportunity as well as serve as a vehicle for your press release to the food allergy community.



The image shows a sample newsletter ad for SnackSafely.com. At the top, it says "SnackSafely.com Newsletter". Below that is a photo of a nasal spray device and its packaging. The text reads: "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". Below this is a smaller ad for "Test your food for" with "NEWSLETTER AD" overlaid. At the bottom is a photo of two young girls.

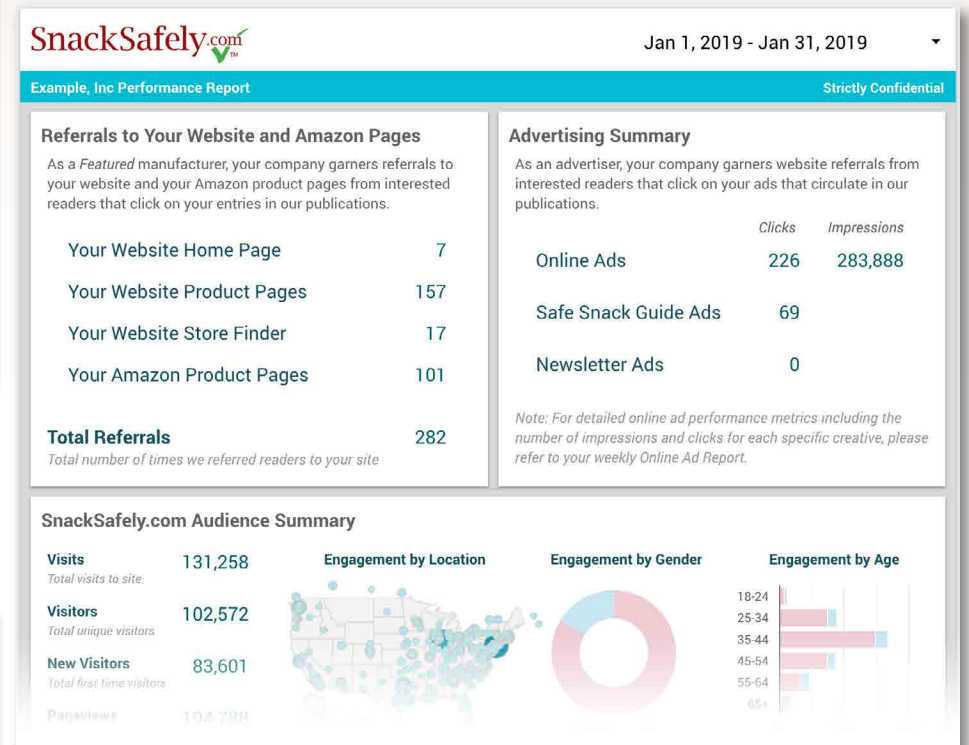
# Performance Reporting

## 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.



The image shows a performance report for SnackSafely.com for the period Jan 1, 2019 - Jan 31, 2019. The report is titled "Example, Inc Performance Report" and is marked "Strictly Confidential".

### Referrals to Your Website and Amazon Pages

As a *Featured* manufacturer, your company garners referrals to your website and your Amazon product pages from interested readers that click on your entries in our publications.

Category	Count
Your Website Home Page	7
Your Website Product Pages	157
Your Website Store Finder	17
Your Amazon Product Pages	101
<b>Total Referrals</b>	<b>282</b>

*Total number of times we referred readers to your site*

### Advertising Summary

As an advertiser, your company garners website referrals from interested readers that click on your ads that circulate in our publications.

Category	Clicks	Impressions
Online Ads	226	283,888
Safe Snack Guide Ads	69	
Newsletter Ads	0	

*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.*

### SnackSafely.com Audience Summary

Visits <i>Total visits to site</i>	131,258
Visitors <i>Total unique visitors</i>	102,572
New Visitors <i>Total first time visitors</i>	83,601
Pageviews	178,780

Engagement by Location: A map of the United States with blue dots indicating engagement locations.

Engagement by Gender: A donut chart showing the distribution of engagement by gender.

Engagement by Age: A horizontal bar chart showing engagement across age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and 65+.

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