

# Media Kit *Online Advertising*

Coeliac New Zealand Incorporated

coeliac.org.nz



## Coeliac New Zealand

Coeliac New Zealand is a not-for-profit organisation that supports people with coeliac disease, demystifies hereditary gluten, and those that follow a gluten free diet. Our vision is that people with coeliac disease are diagnosed quickly, live healthy lives and have a prospect of a cure.

The #1 website in New Zealand for information on coeliac disease and the gluten free diet. [www.coeliac.org.nz](http://www.coeliac.org.nz) is the most comprehensive online resource for both New Zealanders diagnosed with coeliac disease and the growing market of people who are choosing to eat gluten free for other health reasons. Promote your gluten free products to this highly targeted niche market, on our new, completely responsive website.

**For advertising enquiries, please contact us:**

**P** 09 414 7467

**E** [advertising@coeliac.org.nz](mailto:advertising@coeliac.org.nz)



## Website Banner Advertising

### 1. Home page ad tile and Special Events tile (1a)

**Rate:** \$300 + GST per month

**Size:** 300 pixels wide x 450 pixels high

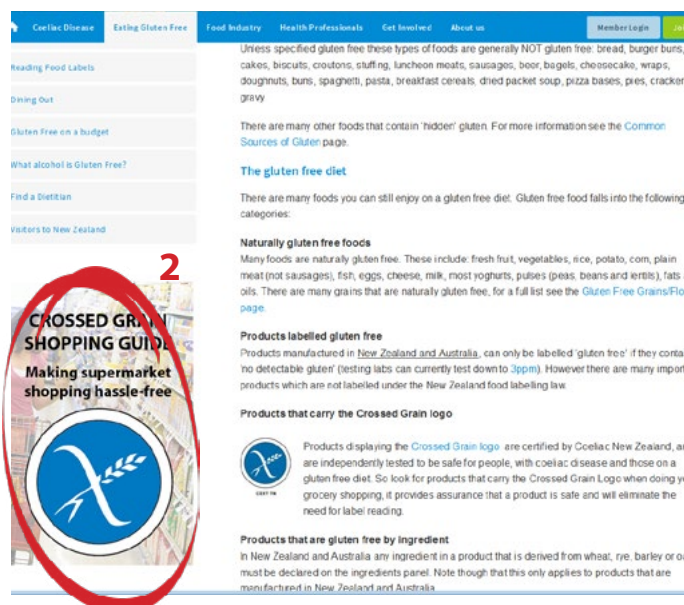
This ad appears on the home page. This space may be shared with other advertisers, with ads rotated on page refresh to ensure each ad receives an equal share of page views.

### 2. Internal Page ad - Run of site

**Rate:** \$300 + GST

**Size:** 300 pixels wide x 450 pixels high

This tile appears underneath the left hand menu on all internal pages. This space may be shared with other advertisers, with ads rotated on page refresh to ensure each ad receives an equal share of page views.



Please contact us for our up-to-date user and visitor statistics.

# E-Newsletter

Coeliac New Zealand Incorporated

Online Advertising

## Member Newsletter

8 July 2016



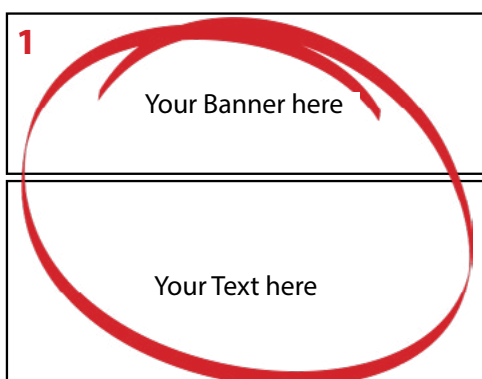
### Hi Hannah

June was definitely a cracker of a month with our AGM & Conference and the Fine Food Show falling on the same weekend! While we're in a calm period, we are already planning our next big event – the Devonport Half Marathon Fundraiser. We hope to get as many members to join our team as we run or walk to get fit for summer and fundraise for CNZ. Read on to find out more!



### Dining Out Programme wins FFNZ's innovation award

We are so thrilled to announce that our Dining Out Programme won the 'Most Innovative Foodservice Product' at the Fine Food Show. This is a huge encouragement as we prepare to launch the programme very soon. We now ask



### Upcoming events

30 July 2016  
[Rotorua Cooking Demonstration](#)  
 22 August 2016  
 Spring Issue of Coeliac Link in your mailbox  
 25 September 2016  
[Devonport Half Marathon Fundraiser Run](#)  
 29-30 October 2016  
[Gluten Free Food & Allergy Show Christchurch](#)  
 20 November 2016  
[Auckland Zoo Kids Club Challenge](#)  
 Check our [events calendar](#) for the latest updates

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[admin@coeliac.org.nz](mailto:admin@coeliac.org.nz) | Office (9) 414 7467 | Helpline (9) 820 5157 | [Follow us on Facebook](#)

[Members Section](#) | [Shopping Guide](#) | [coeliac.org.nz](#)

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## E-Newsletter Advertising

### 1. Editorial and Banner Ad

Exclusive to one advertiser per newsletter. This includes a up to 100 words of text and an image or prepared ad.

**Rate:** \$250 + GST per e-newsletter date

**Size:** 520 pixels wide x up to 200 pixels high

### 2. Tile Ad

Our e-newsletter is sent to our membership database once a month. We have approximately 3,300\* members, including professional members, and a 60%\*\* open rate.

**Rate:** \$150 + GST per e-newsletter date

**Size:** 170pixels wide x 170-255 pixels high

### File supply Specifications

All online ads need to be supplied in either JPEG or GIF format and designed to the correct specifications as outlined.

Email files to: [marketing@coeliac.org.nz](mailto:marketing@coeliac.org.nz)

### In-house Design Service

We offer an affordable in-house design service for those advertisers who are unfamiliar with graphic design requirements. This service is only available after discussions 2 weeks prior to the FTP deadline.

This service is available for all online advertisements. Please contact us for more information, via: [marketing@coeliac.org.nz](mailto:marketing@coeliac.org.nz).

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\* This is current as at March, 2016 and is subject to change.

\*\* This is an average, and current as at Nov, 2015. This will change each e-newsletter.

**Coeliac New Zealand Incorporated**

PO Box 302717, North Harbour, Auckland 0751  
[www.coeliac.org.nz](http://www.coeliac.org.nz)



# Website coeliac.org.nz

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Our social media pages are followed by a large number - over 3,900\* - of people both diagnosed with coeliac disease and also a growing number of people choosing to eat gluten free for other health reasons. This platform makes a great addition to any advertising campaign to target an even larger audience.

## Social Media Advertising

Facebook advertising and promotion of products and services is only open to our Crossed Grain Logo partners, and products/services which carry our recommendation after independent audit for legal gluten free status. Other brands interested in promoting their products on our Facebook page must be able to provide independent lab test reports as proof that the product is gluten free under NZ Food Standards law.

Posts will be subject to availability and across a time period to be discussed. Please contact us for rates.

**For social media enquiries, please contact us on: [marketing@coeliac.org.nz](mailto:marketing@coeliac.org.nz)**

## Terms and Conditions

1. Rates are exclusive of GST and are quoted in NZ\$.
2. This contract is irrevocable and cannot be cancelled.
3. Rates apply to finished artwork supplied in correct specifications and formats, as required.
4. If you intend to use our design service, bookings must be made at least 2 weeks prior to the file supply deadline.
5. An invoice will be sent once the listing or advertisement is live on the website, at the start of the campaign. Please note that payment is due within 14 days of receipt of invoice. If an invoice remains unpaid after this time, we reserve the right to remove the listing or advert.
6. Coeliac New Zealand reserves the right to:
  - request substantiation for any health or nutritional claims made in any advertisement;
  - add a keyline, the word "Advertisement" and/or change fonts used in any advertisements that, in our opinion, look similar to editorial; and/or
  - accept or reject any advertising material and to edit copy to make it conform to our legal or ethical requirements
  - withhold advertising where payment is outstanding for other advertising

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