



NOURISHED FESTIVAL

TARGETED EMAIL CAMPAIGNS & NEWSLETTER ADS

DIGITAL ADVERTISING TO THOUSANDS OF CONSUMERS

An email campaign is a simple, affordable and quick way to reach a specific group with measurable results. There's no better option to reach your target consumers.



Average Campaign Results

Top 5 reasons to send a targeted email campaign

- Drive additional traffic to your website
- Spread the word about a new product launch
- Let customers know you are now nationally distributed
- Tell customers where your products are sold
- Run a special deal, giveaway or holiday promotion

Our Targeted Email Campaigns Have Great Results!

Creating an email campaign tailored to your budget and needs is an effective way to spread your message to your target consumer. A statistic report is included in your campaign, so you can track performance easily.

Average Email Campaign Results

List of 30,000 - average open rate of 27% and an average click-to-open rate of 8%.

Click-to-open rate: of the people who opened the email, the percentage that clicked on one or more links.

Email Campaign & Ad Pricing

Targeted Email Campaign Pricing

- Dedicated Email to 25,000 GF Consumers - \$1,000.00

Newsletter Ad Pricing - \$500.00

- **Monthly Newsletter is to 25,000 subscribers**
- Two ad spots are available per newsletter
- Include a discount or promotion
- Match your ad to that month's newsletter theme
- We will provide ad specs & requirements
- You will receive an draft email prior to launch
- You will receive stats one week prior to the send date

[Click HERE To Claim Your Spot](#)

Email Campaign Style Guidelines

Submission Instructions

File Submission

We use a platform called Zoho Forms to collect email and ad materials. Once your project is scheduled, we will send you forms to complete. It lists all image and copy specs needed for your project. This is where you will upload all of your materials.

General File Specifications

Exact sizing for your specific project will be provided in Zoho Forms. Formats accepted: GIF, JPEG or PNG

Nourished Festival must approve all ads, promotional copy and click through links.

Art & Approval Deadlines

All materials must be submitted in Zoho Forms 14 days prior to the scheduled send date. We will send you a proof of the email for approval. Final approval is required 5 days prior to email send date.

Policies

Email campaign frequency is determined on a case-by-case basis. Your sales associate will work with you to find the best option.

Recipient email addresses will not be shared.

Targeted Email Campaign Examples

Milton's
CRAFT BAKERS

Gluten Free Never Tasted SO Good!

Now Available at Whole Foods

Everyone will fall in love at first bite with the flavorful crunch of Milton's Gluten Free Crackers. With such incredible taste, it's hard to believe they're gluten free! Made with high quality ingredients that are Certified Gluten Free and Non-GMO Project Verified, you can Share the Joy of Eating Well™ with all of your friends and family!

Find them today at and other fine grocery stores.

[Store locator](#)

FREE GIFT PACK!*

4 FREE BAGS of Milton's GLUTEN FREE Crackers, 2 shopping bags and recipe cards.

[CLICK HERE to claim your gift!](#)

*Limit one gift pack per QTVG email recipient/household address. Offer good through 3/31/18 or while supplies last.

MiltonsCraftBakers.com

[Claim your gift](#)

LEARN MORE ABOUT

CELIAC AWARENESS MONTH

WITH CANYON BAKEHOUSE!

Knowledge is Power

Join Canyon Bakehouse as they partner with gluten-free bloggers to share their stories and advice for how they managed the transition to a gluten-free lifestyle. [Follow along on our blog](#) and visit our [Facebook page](#) for featured stories, weekly facts, recipes & more.

[Click Here!](#)

TRY THIS FRESH POCACCIA PIZZA

Garden Fresh Flavor
This charcuterie-inspired recipe features cured meats, blue cheese, pickled onions & crisp butter lettuce on top of our delicious herbed Focaccia. [Try it out here](#)

Gluten Free Facts:

Did you know that Celiac disease isn't an allergy?

[FIND OUT MORE](#)

Did You Know?
Celiac Disease is an autoimmune disease and is different than non-celiac gluten sensitivity & a wheat/gluten allergy. However, all require eating a similar gluten-free diet! Learn more & share stories on our [Facebook page](#).

GIVEAWAY!
CELIAC CERTIFIED CANYON BREAD BOX

[ENTER TO WIN HERE!](#)

Enter for Your Chance to Win!

10 lucky winners will be chosen at random to win a bread box full of Canyon Bakehouse breads, bagels, brownies & more!

[Enter Here!](#)

Newsletter Ad Examples



Holiday Baking Made Easy

Enjoy 20% off all flavors

Doughn't Miss BeReal Doughs Holiday Sale!

Struggling with cookie-indecisiveness? [BeReal Doughs](#) organic, gluten-free, and plant-based cookie doughs are a two-in-one holiday lifesaver. Eat it raw or transform it into baked cookies! Their dough is perfect for cookie decorating. Enjoy **20% off** with code **jollydoughs**.

Shop now



Gluten-Free, Vegan Spring Rolls

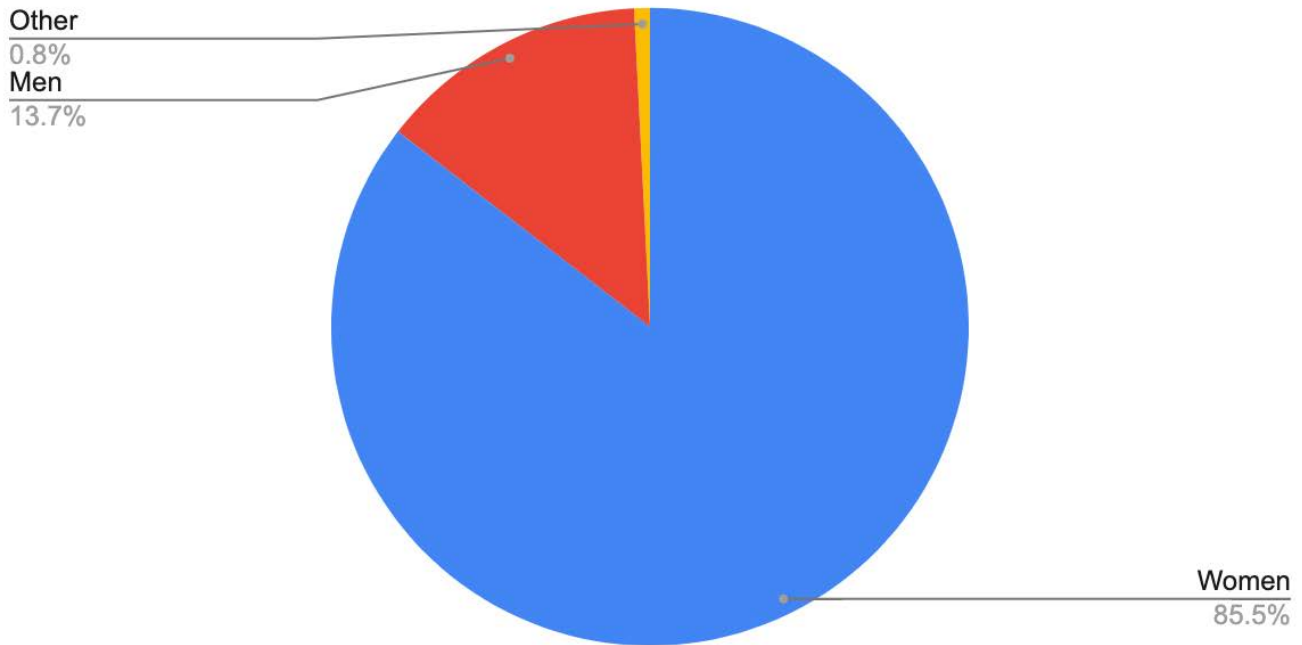
[Lucky Foods Spring Rolls](#) are filled with tofu, fresh vegetables, and individually hand-rolled in a crispy wrapper. Their certified gluten-free line is just as crispy and delicious as the traditional version! Each box comes with a dipping sauce. Just heat, serve & enjoy!

Find near you

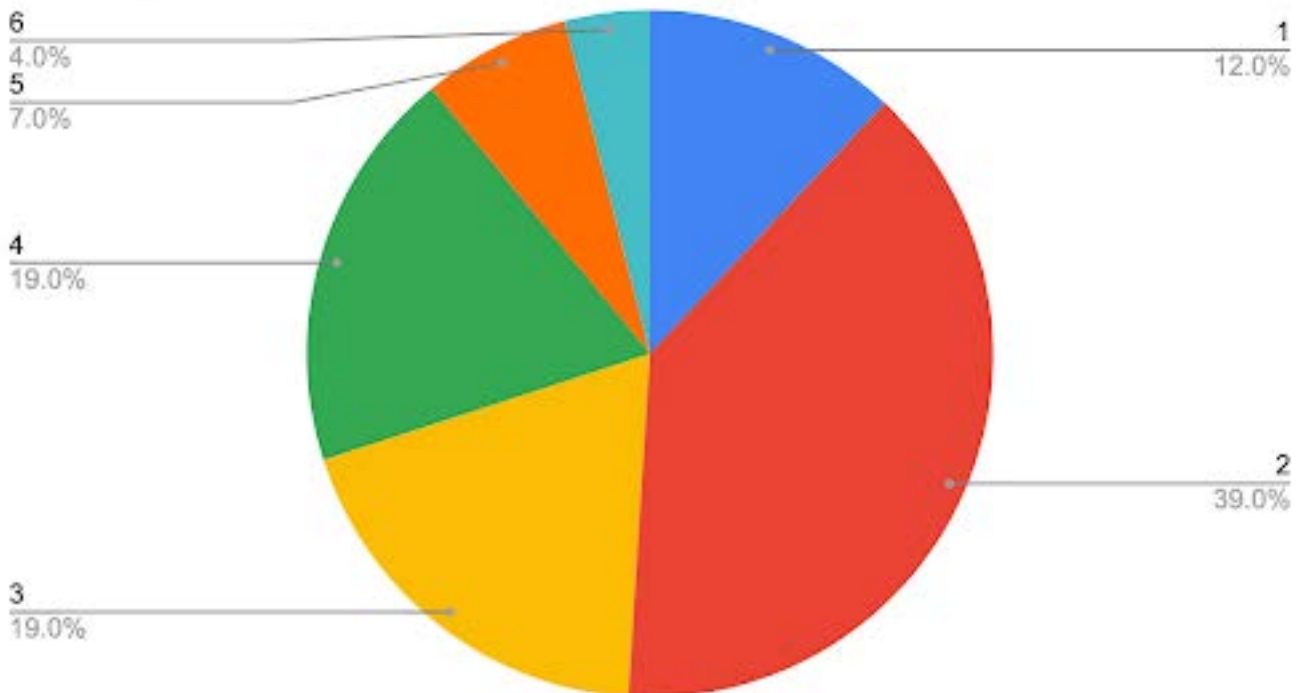
Online Customer Demographics

Primary Household Shoppers

Our primary household shoppers are women

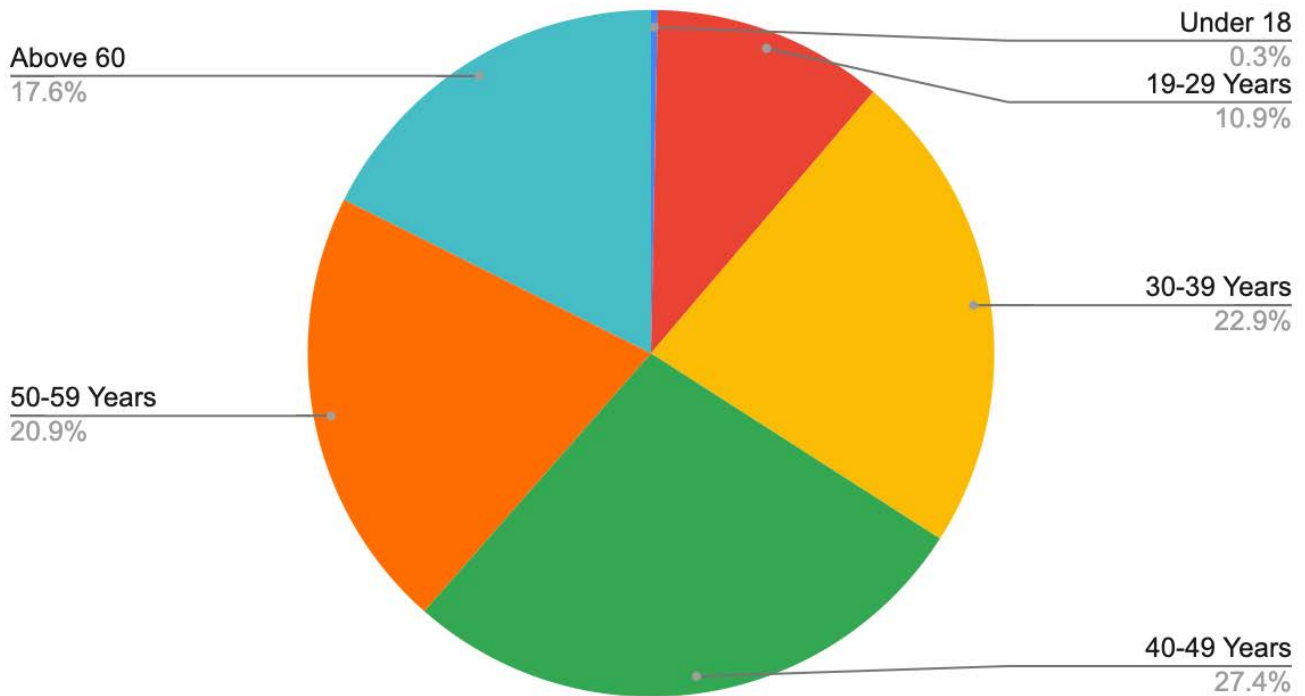


Average Household Size



Online Customer Demographics

Average Consumer Age



Average Household Income

