

Unit Size	File Size (Max)	Polite File Size (Max)	Animation (Max)	Loops (Max)	Frames Per Sec (Flash)	Expansion Dimensions
728x90	40k	75k	:15	3	18	728x315
300x250	40k	75k	:15	3	18	560x300
160x600	40k	75k	:15	3	18	460x600
320x50	40k	N/A	N/A	N/A	N/A	N/A

### Ad Portal Information

- 40k max
- Static GIF/JPEG
- Standard tags not accepted, provide 1x1 impression/click tracking

### Newsletter Content Box

- 100x100 image
- Static GIF/JPEG

**Headline Copy** 35 characters max (incl. spaces)

**Body Copy** 140 characters max (incl. spaces)

- Contact representative for details on specific newsletters

### Expandable Units

**Video** Host or auto initiated

**Audio** Host initiated

- Visible close button on upper-right corner
- No more than 50% of ad space hotspotted

### Homepage Marquee

**Image** 575x575

**Headline** 32 characters (incl. spaces)

**Text** 160 characters (incl. spaces) – does not include the CTA link

- 175x50 logo
- The CTA character count is 35 (incl. spaces)

### Search Results

**Headline Copy** 35 characters max (incl. spaces)

**Body Copy** 90 characters max (incl. spaces)

**Call to Action Copy** 30 characters max (incl. spaces)

- 100x100 logo OR image

### Social Media

#### Facebook Posts

- Must include the verbiage "From our friends at ... "
- 160 characters max (incl spaces)

#### Pinterest

- Provide recipe or Pin URL

### Taste Network, Influencer Marketing

- Includes custom content integrated within blog post(s) and 3+ social media shares per blog post
- Brand objective, key focus, theme (ex. holiday, time saving tips, healthy living, etc.) and type of post (ex. recipe creation, product review, ideas and examples of product usage, etc.)
- Photography preference (ex. product shot, step-by-step photography, minimum number of photographs)
- Driving URL and social media links
- Provide high-res product images and logo
- Brand style and placement guides
- Please contact your sales representative with questions

### Additional Offerings/Capabilities

- 1st & 3rd party data targeting, targeted pre-roll, editorial integration (partner recipes, branded ingredient sponsorship, ExpressLine sponsorship, etc.), custom sidekick unit, custom microsite, custom newsletters, push down unit, etc.

### Contact

For more information, please contact your sales rep

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