



2017 Digital Ad Specs

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

Newsletter 300x250 Specs

- 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 representative

SALES

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