

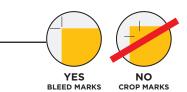
LIVE AREA

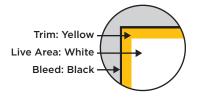
FLAVOR AVOR BEST OF FLAVOR 125 M TRENDS | EASTERN

SPECIFICATIONS

- Files should be submitted in the PDF/X1-a 2001 format
- Images and graphics must be CMYK, no RGB nor spot colors (check logos)
- Images and graphics must be at least 300 dpi at 100%
- Files must include .125-inch bleed on all sides
- Files must include bleed marks only no crop marks
- Please email PDF to cathy@getflavor.com (If file exceeds 20 MB, please send via share link)

TRIM





BLEED

		Text, logos, borders, etc. that don' bleed should stay within live area.	
FULL PAGE	8"w x 10.75"h	7w" x 9.75"h	8.25"w x 11"h
SPREAD	16"w x 10.75"h	15"w x 9.75"h	16.25"w x 11"h
1/2 PAGE HORIZONTAL	8"w x 5"h	7"w x 4"h	8.25"w x 5.25"h
1/2 PAGE VERTICAL	3.75"w x 10.75"h	3"w x 9.75"h	4"w x 11"h
1/3 PAGE VERTICAL	3.00"w x 10.75"h	2.25"w x 9.75"h	3.25"w x 11"h





SPECIFICATIONS

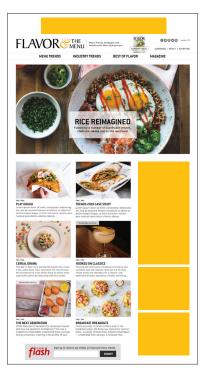
- Please submit gif, jpg or png files.
- Maximum file size is 200k.
- Maximum timing for animated ads is 15 seconds.
- Third-party ad tags are accepted.
- HTML5 ads accepted. They should be submitted in a ZIP bundle, and HTML5 creatives should be SSL compatible.
- Maximum looping is 3 times.
- Ads may not employ rapid "strobe" animation.
- Any sound must be user initiated with visible mute/stop button.
- When submitting rich media creative, an alternate gif/jpg banner must be provided.
- For ROS ad programs, please provide all sizes for optimal impressions.
- Provide URLs with creative.

DEADLINE

Ad creatives are due 14 days prior to live/deployment date. If new assets aren't provided, we'll repeat most recent ad on file.

EMAIL CREATIVE

To both cathy@getflavor.com and jill@getflavor.com





FLAVO TRENDS	RCMENL CHEF INSIGHTS	Flavor Trends, Musterjins Solutions for Manu Duels STRATEGIES	RECIPES	BEST OF FLAVOR
	MARCH/APRIL			DEST OF TEMOR
EL ALIOD	Street-level trends 20 dessert trends and fil	Ity, Eastern Hed, hot che	se, Gen Z.	
FLAVOR				
1	SUBSCRIBE TO OUR MAGE	print magazine sos times a year ZINE		
in the contraction	Would you like to receive the straight to your intro?	bod and menu trend updates an	d recipes	
THENDS	SUBSCRIBE TO OUR NEWSL	(110)		
	STORIES IN THIS ISS	а —		
	145121462			
	WAKE UP TO THE WO Depleration of global flavor	RLD s sparks breakfast creativity		
CHARLEN ST	AUSSIE GRASSFED B	EEE DANIA MI		
	Assas Grass fiel Barr Barr grass-fiel stask, along with			
	BLACK SOY BEAN BL			
	BLACK SUT BEAN BL The Black Soybean Taco B textured vegetable protein	INGERS arger is made with a combinatio (TVP) and black soy beans.	nof	
	146121462			
	CHEESE	D CHEESESTEAK WITH O reventional gives the belowed sam by marinating tender Hobe bee bulgogi marinada.		
inter and	PANBAZO IDANO PO	TATOPS SANDWICH		
	Parabase Males Pedatees S	ardwich, built with halved biscs hile sauce, then spread with ref	ts sed	
	145121452			
AN ISAN	SAVORY RICE WAFFL These Severy Rice Waffles that appeals to a wide range	ES are as inequative, gluten-free of e of diners, Epgs are whished to	lering pather	
	with cooked U.S. long grain cheddar, craninii mushroon is seared in a waffe iron to a maple-sambel sauce.	or an innovative, gluten free of e of diners, Eggs are whisted to rice, savery turkey savage, sp s and sun-dried tornatoes. The a origin golden brown and serv	nach, nùidure nó with	
		HICKEN FLATBREAD SAM	CANCH .	
and the second sec	In a sweet and spicy take of three ways in this flatbread	INCREMIPEAL DREAD SAM In tandison: chicken, honey is fea sandwich of Honey Tandoori O d Savet & Spicy 1909.	lured ician	

AD SIZE	PLACEMENT
970 x 90	top banner desktop
728 x 90	top banner tablet/laptop
320 x 50	top banner mobile only
970 x 250	homepage only
300 x 250	sidebar + mobile
300 x 600	sidebar + mobile

All ads sizes are width x height in pixels, 72 dpi.



AVOR E-NEWSLETTER ADS

AD SIZE	PLACEMENT	
728 x 90	Top Banner	
300 x 250	Center	

All ads sizes are width x height in pixels, 72 dpi.

SPECIFICATIONS

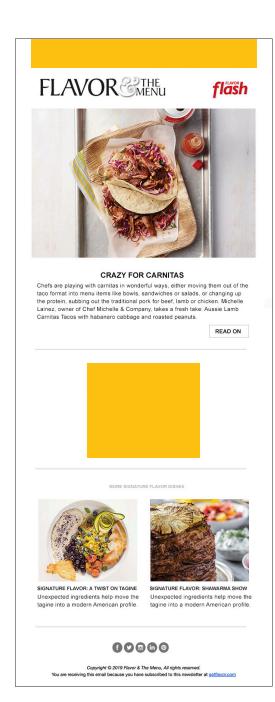
- Please submit gif, jpg or png files.
- Maximum file size is 80k.
- Maximum timing for animated ads is 15 seconds.
- Maximum looping is 3 times.
- Ads may not employ rapid "strobe" animation.
- Provide URLs with creative.

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AVOR SPONSORED CONTENT

WEBSITE

REQUIREMENTS FOR SPONSORED VIDEO **OR SLIDESHOW**

- Client to provide title and summary with a maximum of 350 characters including spaces.
- Client to provide 2-3 screen shots/images for the thumbnail screen at 1020 x 680 pixels.
- .M4V and .mov are preferred file formats (but we can convert other formats).
- Videos are served on YouTube and embedded into a story on GetFlavor.com and can also be viewed on the Flavor & The Menu YouTube page.
- YouTube provides views and average time watched, but not specific user tracking data.
- Client to provide surround ads in the following sizes: 970 x 90, 728 x 90. 300 x 250. 320 x 50.



E-NEWSLETTER

REQUIREMENTS FOR SPONSORED STORY, VIDEO. OR SLIDESHOW

- Image: client to provide photos or graphic sized to 300 x 250 (if you provide a larger image we will crop/resize)
- Headline: 25 characters including spaces (about 3-4 words)
- Body Copy: 350 characters including spaces
- · Hyperlinks: Client to provide click-through link

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MERINGUE'S MOMENT

Meringue is one of those ingredients that evokes great description: fuffy, gooey, crispy light, airy, It's also often paired with fabulous theatrics, from tableside torching to flambéing. Restaurant concepts are taking advantage of its miraculous texture, encless versatility and Instagram-ready drama, turning meringue-centric creations into thoroughly modern menu items, usually stoked with both whitey and finesse. Here are five meringue-based formats and inspiring innovations within each.

READ ON



SWEET FAVORITES, MODERN FLAVORS Simple, creative and forward-thinking touches can take dessert from a standard offering to an impactful and memorable item. Here are seven familiar dessert formats. With a few inspired tweaks, they can take steps to become signature menu items.

READ ON

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