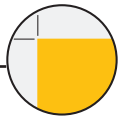




SPECIFICATIONS

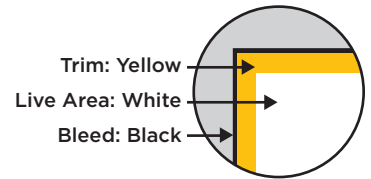
- Files should be submitted in the PDF/X1-a 2001 format
- Images and graphics must be CMYK, no RGB nor spot colors (check logos)
- Images and graphics must be at least 300 dpi at 100%
- Files must include .125-inch bleed on all sides
- **Files must include bleed marks only — no crop marks**
- Please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



YES
BLEED MARKS



NO
CROP MARKS



TRIM






Magazine/File Size

LIVE AREA

Text, logos, borders, etc. that don't bleed should stay within live area.

BLEED

Ads must include .125" bleed on all sides.

 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.

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

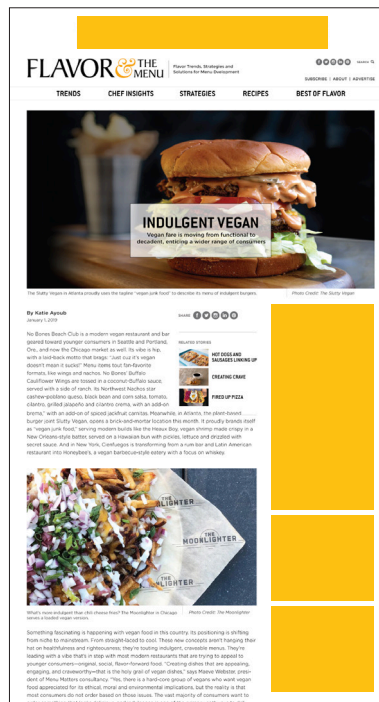
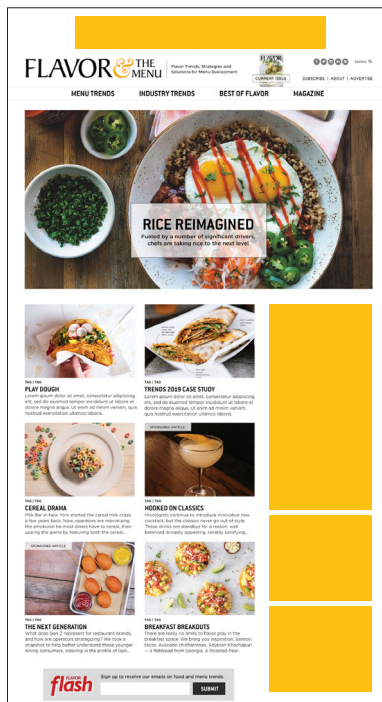
DEADLINE

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.

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

EMAIL CREATIVE

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



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.


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









CRAZY FOR CARNITAS

Chefs are playing with carnitas in wonderful ways, either moving them out of the taco format into menu items like bowls, sandwiches or salads, or changing up the protein, subbing out the traditional pork for beef, lamb or chicken. Michelle Lainez, owner of Chef Michelle & Company, takes a fresh take: Aussie Lamb Carnitas Tacos with habanero cabbage and roasted peanuts.

[READ ON](#)




MORE SIGNATURE FLAVOR DISHES

SIGNATURE FLAVOR: A TWIST ON TAGINE
Unexpected ingredients help move the tagine into a modern American profile.

SIGNATURE FLAVOR: SHAWARMA SHOW
Unexpected ingredients help move the tagine into a modern American profile.



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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

DEADLINE

Ad creatives are due 14 days prior to live/deployment date.

EMAIL CREATIVE

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

