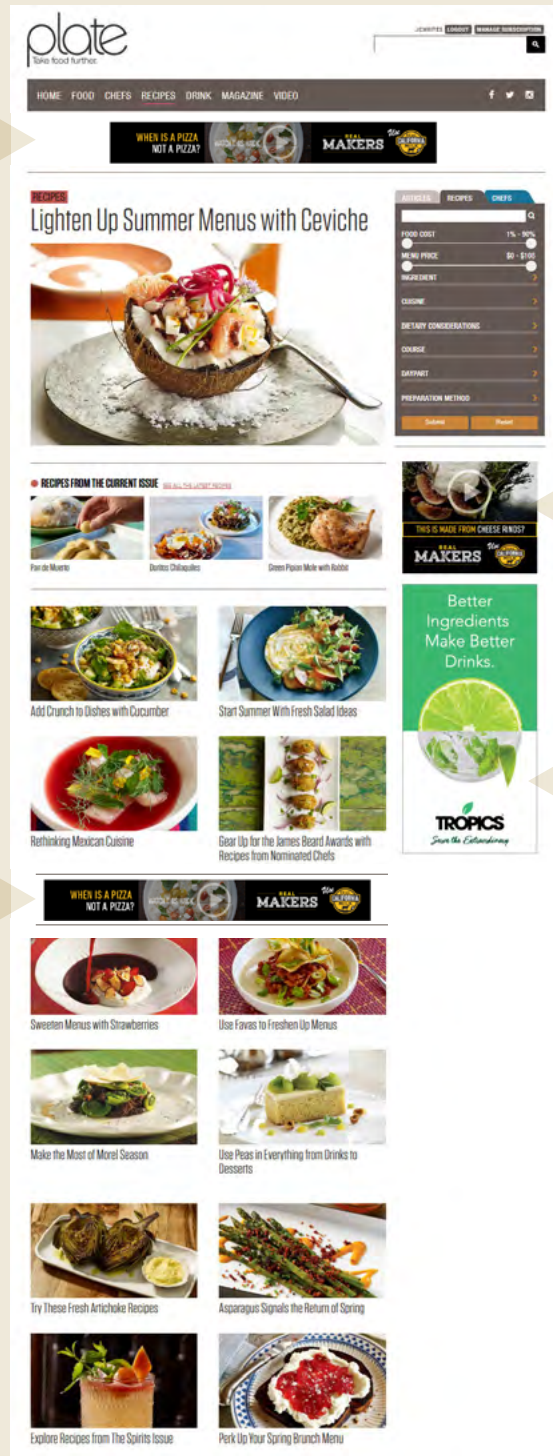


Leaderboard Top  
728 x 90 pixels



Right Sidebar  
or Video  
300 x 250 pixels

Right Sidebar  
300 x 600 pixels

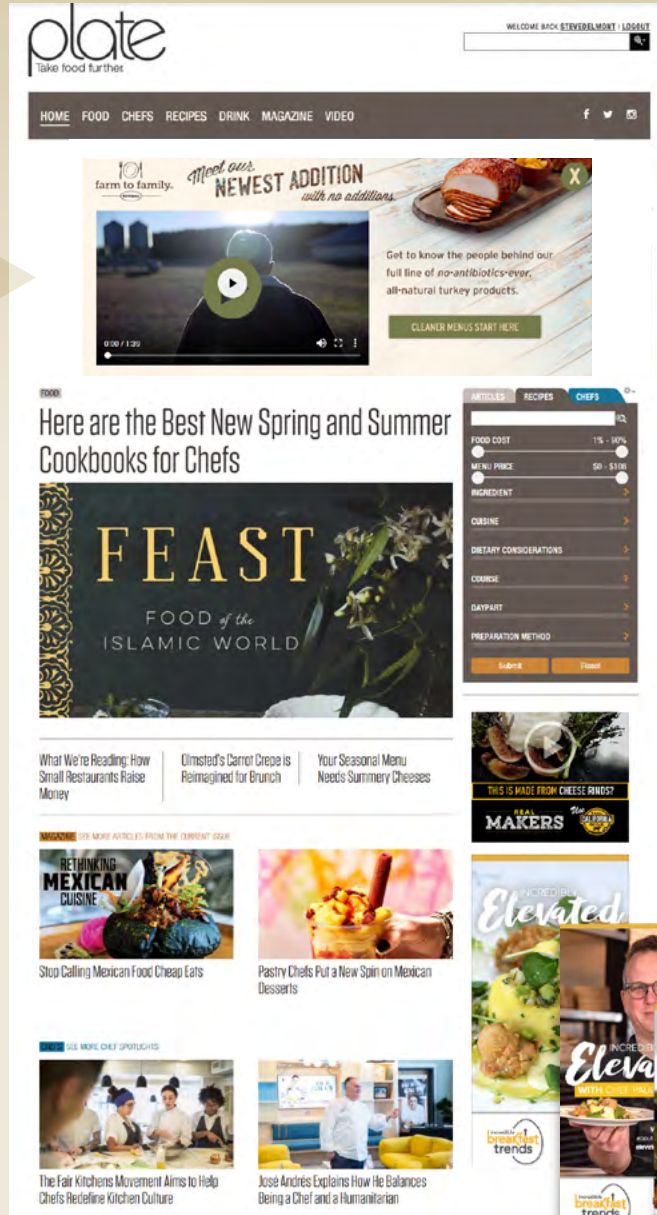
Leaderboard  
Interrupter  
728 x 90 pixels

Pushdown

970 x 90 pixels  
expands to  
970 x 415 pixels

OPENED

CLOSED



Filmstrip

300 x 3000 pixels  
scrolls within  
300 x 600 pixels  
window

OPENED



Billboard

970 x 250 pixels  
seen throughout  
site

The screenshot shows the Plate website interface. At the top is the 'plate' logo with the tagline 'Take food further'. Below the logo is a navigation bar with links for HOME, FOOD, CHEFS, RECIPES, DRINK, MAGAZINE, and VIDEO. A search bar is located on the right side of the header. A large billboard advertisement for Marie's dressings is positioned below the navigation bar. The main content area features an article titled 'Your Seasonal Menu Needs Summery Cheeses' by Lisa Futterman, dated May 29, 2014. The article includes a photo of a cheese platter and a small advertisement for Cholula hot sauce. To the right of the article is a sidebar with a search filter menu and a video player for 'REAL MAKERS'. Below the video is another advertisement for Tropics drinks.

Right Sidebar  
or Video

300 x 250 pixels

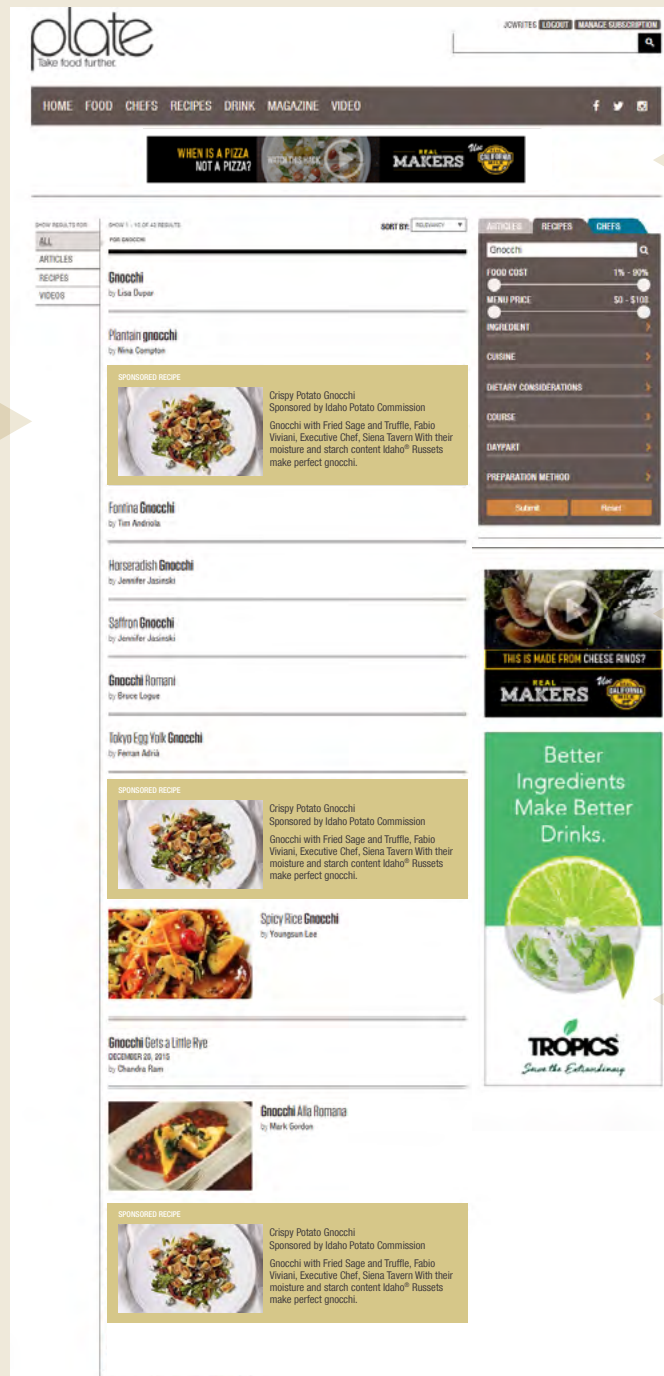
Right Sidebar

300 x 600 pixels

In Article

300 x 250 pixels  
At start of story





Leaderboard Top

720 x 90 pixels

Web  
Sponsored  
Recipe

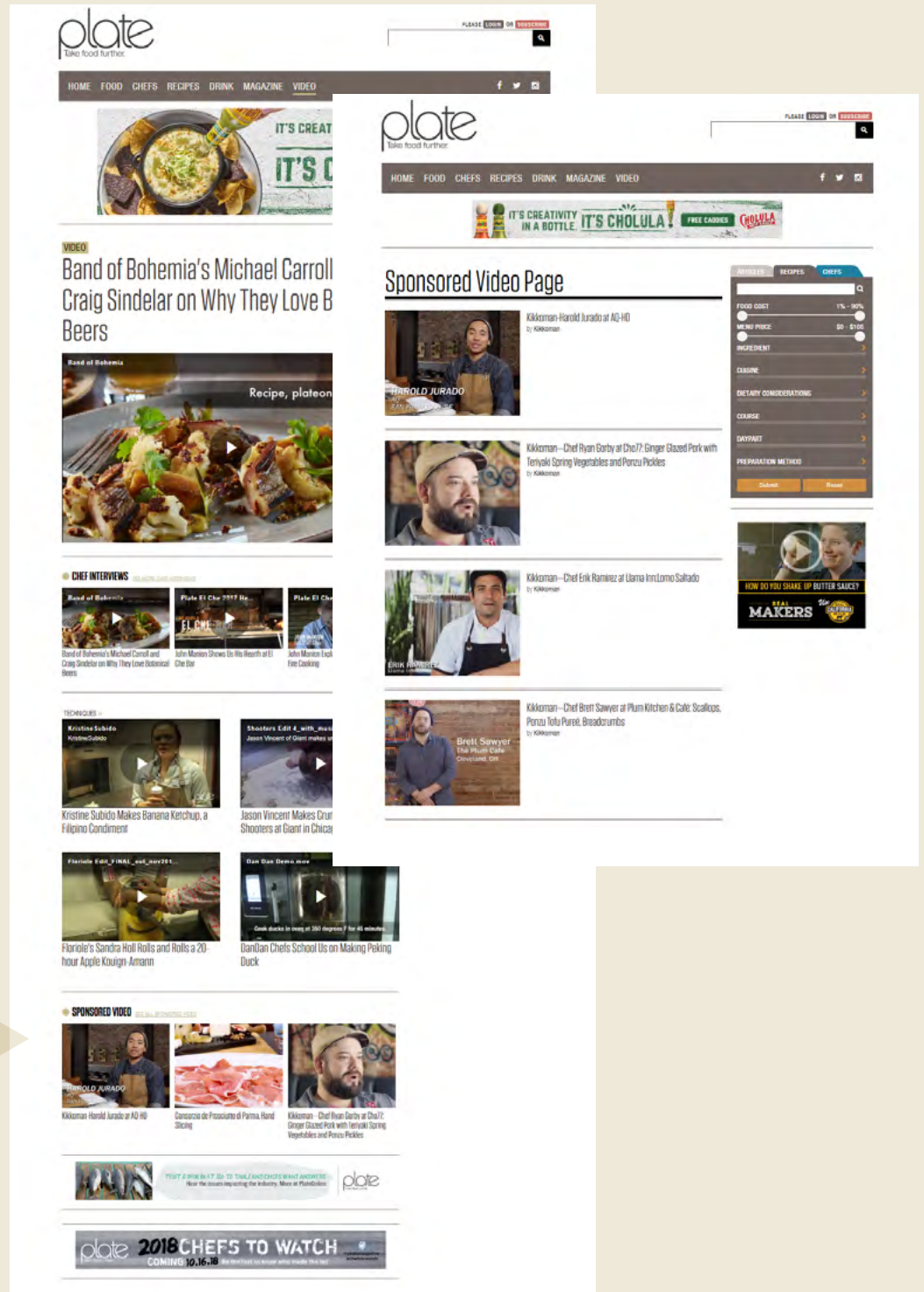
265 x 165 pixels  
image (varies by  
screen size). Also  
includes recipe title,  
company name and  
30 words of text.

Right Sidebar  
or Video

300 x 350 pixels

Right Sidebar

300 x 600 pixels



Sponsored Video

Aspect ratios:  
16.9 or 4.3

Thumbnail:  
576 x 450 pixels

Plate Sales Team



**Susan Szymanski**

**VP/Publisher**

sszymanski@plateonline.com

312.667.7616

**Gerald White**

**Associate Publisher**

gwhite@plateonline.com

312.274.2213

**Gene Kinsella**

**Business Development Director**

gkinsella@plateonline.com

312.266.3380