

# SPOTLIGHT ADVERTISING SPECS

- Animation is not supported by all email clients. When using animation, include branding and call-to-action on first frame.
- Javascript is not supported in email.

**TITLE AND REPORT OVERVIEW**

- **Title:** 50 characters maximum, excluding spaces (will read "Spotlight on \_\_\_\_\_")
- **Overview:** 300 characters maximum, excluding spaces (synopsis of what readers will find in the report)

**FEATURED SECTION**

Content Block – 1 article

- **Headline:** 50 characters, excluding spaces
- **Summary:** 500 characters maximum; excluding spaces
- **Click Through URL, ungated**
- **Optional image:** 300 pixels max width; 40k max.; GIF or JPEG

OR

Summaries – 2 articles

- **Headline:** 50 characters maximum; excluding spaces
- **Click Through URL, ungated**
- **Summary:** 300 characters, not including spaces
- **Optional image:** 150 x 150 pixels; 30k max.; GIF or JPEG

**ADDITIONAL RESOURCES**

Summaries: (1-2)

- **Headline:** 50 characters maximum; excluding spaces
- **Click Through URL**
- **Summary:** 300 characters, not including spaces
- **Optional image:** 150 x 150 pixels; 30k max.; GIF or JPEG

AND/OR

Headlines: (3-5)

- **Headline:** 50 characters maximum; excluding spaces
- **Click Through URLs**

AND/OR

Infographic

- 600 x 300 pixels max.; 100k max.; GIF or JPEG
- **Click Through URL**

**COMPANY PROFILE AND LOGO**

- **Logo:** 120 x 60 pixels. 30k maximum; GIF or JPEG
- **Profile:** 500 characters maximum; excluding spaces or URLs

The screenshot shows an email advertisement with the following sections:

- Header:** SNA SmartBrief logo, School Nutrition Association logo, and a 'SPOTLIGHT' badge.
- Sponsored Content:** A line indicating the content is sponsored.
- Spotlight Section:**
  - Spotlight on Boosting K-12 Breakfast Participation:** A headline with a blue background.
  - Text:** "Despite the encouraging statistics around the benefits of eating breakfast at school, not enough students are taking advantage. This SmartBrief Spotlight explores why so many K-12 students miss this crucial meal and how schools can utilize appealing, accessible options to boost participation."
- Featured Section:**
  - Headline:** "Bringing the benefits of breakfast to more students"
  - Image:** A young boy eating breakfast.
  - Text:** "School breakfast has been linked to improved nutrition, increased academic achievement and a positive effect on students' attendance. However, not all students are able to reap these benefits. Arriving late to school because of a delayed bus keeps some students from eating breakfast, while others choose to use the early morning hours before class to socialize or participate in activities."
 

School foodservice providers can help students overcome these hurdles by offering breakfast options outside of the traditional cafeteria setting. This blog post explores the benefits of flexible methods of service, and offers inspiration for meals that appeal to students and meet the USDA meal pattern requirements. [Read more.](#)
- Additional Resources:**
  - Headline:** "Looking for more K-12 resources? We've got you covered."
  - Text:** "Goldfish® crackers and grahams make it easy for you to serve products that are wholesome, fun and tasty. They're the key to boosting smiles and participation in your school, no matter how you serve them."
    - What Makes Goldfish® a Great Fit for Your School?
    - New Goldfish®- Disney Mickey Mouse Cheddar Crackers
    - Inspire Smiles with a Fun and Flavorful Kid Favorite
    - Earn up to 5,000 Cool School Cafe® Bonus Points
- Infographic:** A graphic titled "TIME-SAVING BREAKFAST OPTIONS" with a "Download the infographic" button.
- Company Profile:**
  - Logo:** Campbell's Foodservice logo.
  - Text:** "Campbell's Foodservice is proud to offer more than 500 soups, beverages, broths, sauces, entrées and snacks across a portfolio of trusted brands. We partner with and listen to those we serve in order to provide the best support through attentive customer service, category expertise, culinary inspiration and more. For more information, please visit our website."