

728 x 90



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160 x 45

Casual chains shave time off the take-out experience

A growing number of casual-dining spots, including **Applebee's** Neighborhood Grill & Bar, Pronto Cucinino and Jamba Juice, have embraced curbside delivery in an effort to meet the needs of their busy take-out customers. The use of wireless devices to complete credit and debit card transactions right at the vehicle is also helping to

120 x 110

Little Packages, Big Bold TABASCO® Flavor -- Give your customers the spice and convenience of TABASCO® Portion Control (PC) Packets and Mini-Bottles. Let your customers have it just the way they like it, visit TABASCOfoodservice.com and look for The Little Guys to learn more.

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MasterCard responds to interchange fee complaints

MasterCard Worldwide announced plans to institute a cap on fees gas stations are charged to clear credit card transactions, acknowledging gas retailers have been "disproportionately affected" by the high oil prices. The company also will issue a

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Jewel takes new approach to loyalty program

Supervalu's Jewel-Osco grocery chain is testing a new customer loyalty program, Avenu, that analyzes individual customer's purchases and offers targeted discounts based on their purchasing history. The program also will offer coupons through in-store kiosks and Jewel's Web site. [Chicago Tribune](http://ChicagoTribune) (free registration) (9/5)

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468 x 60

The Buzz (CORPORATE ANNOUNCEMENTS)

Powerful new membership upgrade adds resources to the basic U.P.C. GS1 US Partner Connections greatly expands your capability to implement GS1 supply chain standards. Gain access to essential tools to create accurate bar codes and exclusive resources such as free online education, standards reference library, and priority customer service. **See how your company can enhance your U.P.C. investment.**

Interested in learning more about advertising in GMA SmartBrief? Contact Mike Thomas at (202) 737-5500 x261 or mthomas@smartbrief.com.

LEADERBOARD

- **Size:** 728 x 90 pixels. 120k maximum; .gif or .jpg
- No limits on animation
- Includes a link to any page on your Web site
- Alternate text (100 characters max) can be embedded behind image

NEWS SECTION SPONSORSHIPS

PLEASE FEEL FREE TO USE ANY OF THE FOLLOWING THREE FORMATS IN YOUR NEWS SECTION SPONSORSHIP.

OPTION 1: LOGO-TEXT SPONSORSHIP

- **Sponsorship Logo:** 160 x 45 pixels. 30k maximum; .gif or .jpg
- **Ad Logo:** 120 x 110 pixels. 40k maximum; .gif or .jpg
- **Copy:** 300 characters maximum, excluding spaces, includes a link to any page on your Web site

OR

OPTION 2: OUTLINE SPONSORSHIP

- **Sponsorship Logo:** 160 x 45 pixels. 30k maximum; .gif or .jpg
- **Headline:** 50 characters, excluding spaces
- **Copy:** 300 characters maximum, excluding spaces, includes a link to any page on your Web site

OR

OPTION 3: BANNER SPONSORSHIP

- **Sponsorship Logo:** 160 x 45 pixels. 30k maximum; .gif or .jpg
- **Banner:** 468 x 60 pixels. 60k maximum; .gif or .jpg
- Includes a link to any page on your Web site
- Alternate text (100 characters max) can be embedded behind image

THE "BUZZ" TEXT ADS

- **Copy:** 300 characters maximum, excluding spaces
- Text includes a link to any page on your Web site

INTERACTIVE ADVERTISING TIPS

- If using an animated .gif, include branding and important information on the first frame as .gifs will not animate for Outlook 2007 users (~8% of readership).
- Email advertising can accept animated .gif files, but Flash files will not render in email.
- SmartBrief can use 3rd party click tags, but cannot allow 3rd party ad serving.