

Two Column Article

This is the format of a two column article page. This is the content that is needed to hand off a two column article page to production.

1 ARTICLE HEADLINE

This is the title of the article

2 ARTICLE HERO

This is a full width image

3 BODY COPY

This is the content for the site. It could include copy, images, links and downloads.

4 RECOMMENDED RESOURCES

Cross promoting article and product content here. This is optional but highly recommended.

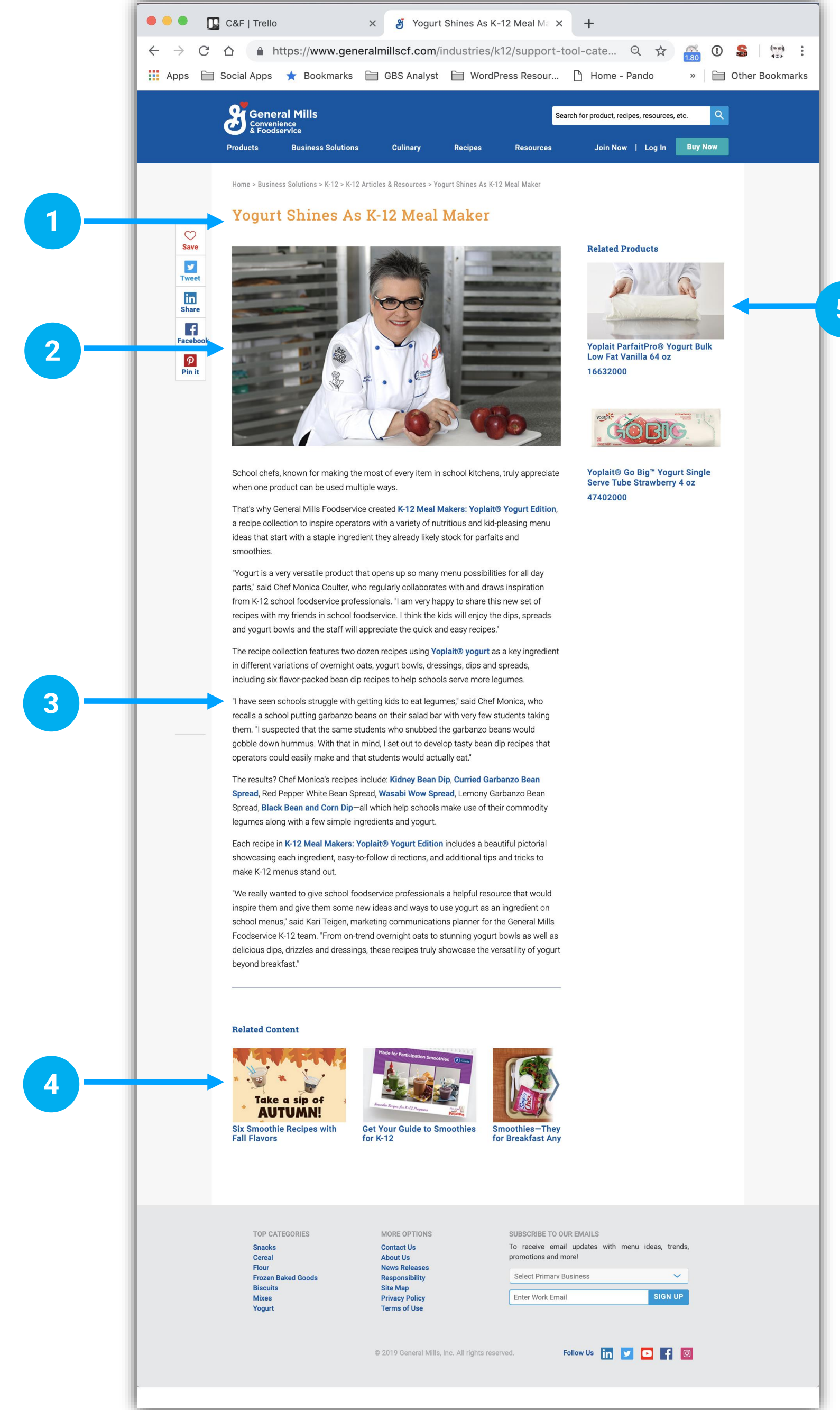
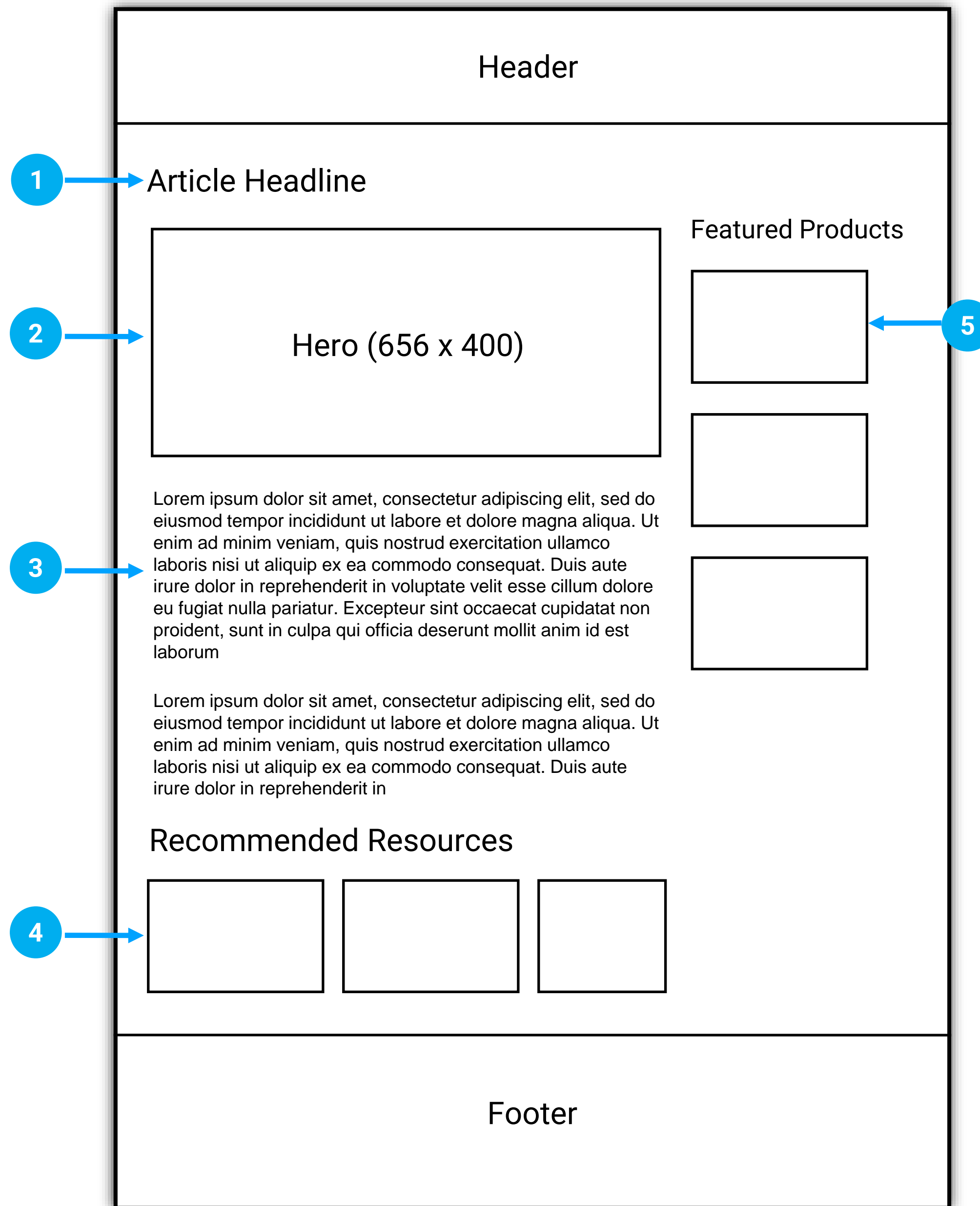
5 FEATURED PRODUCTS RIGHT RAIL

Cross promoting article and product content here. Best practice is to always have something here if creating a two column article.

Deliverable Checklist

- 1) Article Hero Banner: 656x400px
- 2) Article Featured Image: 550x350px
- 3) Article Thumb: 230x150
- 4) Teaser Description: Max 175 Characters
- 5) List of "Recommended Resources"
- 6) List of "Featured Products"

Expiration: Based on Article



- 1 - Article Headline
- 2 - Article Hero
- 3 - Body Copy
- 4 - Recommended Resources
- 5 - Featured Products Right Rail