

Tailgating – A Fully Integrated Online Program in 2010

Looking for a touchdown? The Fine Cooking “Game Day” showcase is a deep dive into the world of party food and good hearty fare. Whether it is pre-game tailgating, half-time snack, or post-game celebration – the Game Day site will provide users with the tips and recipes they need to turn your tailgating experience into a delicious and enjoyable time with friends, family and sports.

Fine Cooking is offering a fully integrated online program that includes sponsorship of The Game Day showcase, Menu Maker and Recipe Maker.

Game Day Showcase

Game Day showcase will focus on celebrating America’s favorite excuse to entertain and gather in front of the TV or tailgate. Featured on the showcase will be a collection of recipes from appetizers, main courses, side dishes and desserts, how-to tips and information, community interaction and how-to videos. And at the core of Game Day showcase will be two interactive tools only found on FineCooking.com:

- Menu Maker
- Recipe Maker



WE BRING OUT THE COOK IN YOU

RECIPIES

INGREDIENTS

HOW-TO

COOKS TALK

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Fine Cooking
magazine
save 45%

game day

GAME DAY MENUS

Create your own game day menu using our new interactive feature including personalized timeline and shopping list.

▶ **Appetizers and Small Plates**

▶ **Big Game Buffet**

Or try one of our tried and true favorites...

▶ **A Casual Antipasto party**

▶ **Five Hors d'Oeuvres Add Up to Dinner**

▶ **Open House Buffet for a Crowd**

RECIPE MADNESS

Vote for game day favorite recipes by region Come back weekly for the next round of winners!

who will be this week's winner?

Northeast

Southeast

Southwest

Northwest

you decide! ▶

CREATE YOUR OWN RECIPE & CONTEST

Create your own chili recipe Use our recipe builder to create your own unique chili recipe. Don't forget to **post your recipe** in the gallery to enter the contest.

most recent entries

chili name

chili name

chili name

chili name

chili name

chili name

view all recipe builders ▶

AND YOU COULD WIN A FREE BAG OF SALAD... OR OTHER EXCITING PRIZES

Get great kitchen tips, recipes, and product finds direct to your inbox

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RECIPES FOR THE BIG GAME

Beef Stew with Red Wine & Carrots (Daube de Boeuf aux Carottes)



Menu Maker

At the center of Game Day showcase is our new Menu Maker interactive tool where users can create the ultimate game buffet or tailgating party -- from appetizers to main courses to side dishes to desserts. Visitors will create their personalized menu by using the Menu Maker tool and by dragging and dropping recipes into a virtual notebook. Once the personalized menu is created the recipes, shopping list, and timeline are saved and available to be printed out or shared with friends.

Recipe Maker

Also featured on the Game Day showcase is our proprietary interactive tool Recipe Maker. Visitors can create their own custom recipe by dragging and dropping ingredients into a bowl.

Sponsorship Opportunities (per month)

FineCooking.com ROS Ad Impressions & Fine Cooking eLetter Ads

- 1.2 million total ROS ad impressions
- Skyscraper or leader board ad in two Fine Cooking eLetters (400,000+ impressions for each eLetter)
- Roadblock (two ad units) on FineCooking.com homepage

Showcase

- Category sponsor of Game Day showcase
- Logo prominently displayed on the showcase title bar
- Showcase to be promoted through editorial mentions in *Fine Cooking* eLetter and on FineCooking.com homepage

Menu Maker

- Category sponsor of Menu Maker
- Advertiser recipe integration in Menu Maker
- Branding and coupon on the Menu Maker print outs
- Interstitial ad will appear on the first screen of the Menu Maker
- Companion leaderboard ad will be adjacent to the Menu Maker
- Game Day Menu Maker will be promoted in *Fine Cooking* eLetters and on the FineCooking.com homepage

Recipe Maker

- Branding and coupon on the Recipe Maker print outs
- Logo on the Recipe Maker title bar
- Interstitial ad on the Recipe Maker prior to ingredients/instruction page

Timing: September 2010 – ongoing

Live Date: Based on Advertiser commitment

Participation Fee: \$135,000 net for a total of 6 months

Materials Due: 4 weeks prior to live date



Additional Opportunity: Recipe Madness

Recipe Madness

This is an interactive game and sweepstakes where FineCooking.com users vote on their favorite game day food. The winning recipes from each round move on to compete in subsequent rounds until they make it to the Big Game. Users can vote daily and each time they are entered to win a special Game Day prize package from Fine Cooking.

Sponsorship Opportunity:

- Category sponsor of Recipe Madness with logo appearing in the title bar of the game
- Advertiser interstitial ad will appear in interactive tool
- Names and addresses gathered through sweepstakes will be shared sponsor
- Companion ad will be adjacent to the Recipe Madness
- Recipe Madness will be promoted in *Fine Cooking* eLetters and on the FineCooking.com homepage

Price & Timing: Based on advertiser commitment

