



NATIONAL SPONSOR REQUIREMENTS

Newspaper Media

- Local partners are required to run a minimum of one food release for each National Sponsor that provided a release.
 - If two food releases are provided, local partners may choose to run either (or both) of the releases.
 - If a food release contains two recipes, one of the recipes is required to run and the other recipe is optional.
 - If a food photo is provided with the food release, the photo must be run with the food release.
 - **National Sponsor food releases must be run in their entirety without any changes. If a release is not run accordingly, local partners will need to re-run the release.**
 - Food releases can be run as part of a *Special Section*, or within an already established section of the newspaper.
 - Local partners can use the Taste of Home Cooking School *Special Section Cover Template* found on the Media Website in the “National Sponsor Requirements” section or they can design their own cover.
 - The *Special Section* should be run prior to the show. Many local partners also choose to hand it out at the door on show day.
 - Samples of several *Special Sections* can be found on the Media Website in the “National Sponsor Requirements” section.
- Either the Taste of Home Cooking School broadsheet ad or double truck ad that includes the National Sponsor logos must be run prior to local partner’s show. The ad can run as part of the *Special Section* or it can be run separately.
 - The broadsheet and double truck ads can be found on the Media Website in the “National Sponsor Requirements” and “PR Tool Kit” sections.
- Local partners are to provide their Culinary Specialist with 2 copies of their *Special Section* on the day of the show OR upload files to the Taste of Home Cooking School FTP site (see *File Sharing Instructions* in the “National Sponsor Requirements” section of the Media Website).
- If local partner’s broadsheet or double truck ad runs separately from the *Special Section*, they need to provide their Culinary Specialist with 2 copies of the ad on the day of the show OR upload file to the FTP site.