

# Restaurant Business and CSP - Website

## Website - Run of Site (ROS) Units:

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@Informa.com](mailto:EngageASG.Food@Informa.com)

- Ad dimension(s)
  - Leaderboard - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
  - Medium Rectangle - 300x250
  - Half Page - 300x600; Mobile: 300x250
  - Storyboard/Footer - Desktop: 1300x500, 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
  - Prestitial/Welcome Ad (submit both desktop and mobile for full impressions)
    - Desktop - 600x400, 150 KB max file size
    - Mobile - 300x250, 20 KB max file size
  - Adhesion - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
- Approved file type: .gif, .jpg, .png and HTML5 (HTML5 is not accepted for the prestitial unit)
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
  - If sending HTML5, please send two weeks prior to deployment date to allow for testing
  - All creative must have a 1pt border around it in a color other than white
  - Websites are mobile optimized. Noted desktop and mobile assets are required
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

\*\*\* Please Note: Some specs scheduled to change for 2026

ROS Leaderboard



Restaurant Business is tracking the unprecedented impacts of COVID-19 on the restaurant industry. Please check back often for [round-the-clock updates](#).

BURGER

RB editors summarize the day's

CSP

product lines designed specifically for them," said Daniel Folkman, senior vice president of business at Gopuff. "Gopuff has always been about fulfilling the evolving needs of the modern consumer, instantly and seamlessly. Basically, is a byproduct of that, and another example of how we are uniquely positioned to show up for our customers."

DID YOU KNOW...  
92% OF SHOPPERS BUY THEIR CIGARETTES IN CONVENIENCE?  
ARE YOU PREPARED TO HELP THEM STOP SMOKING?  
If so, Nicorette 10ct is your answer!

ROS Medium Rectangle

Gopuff uses consumer trend data, surveys and more to develop products, flavors and Basically, is the latest new consumer behavior and

FINANCING  
5 THINGS TO KNOW ABOUT STARBUCKS  
The coffee giant is getting more business through convenience channels, is selling more cold beverages and has a thriving loyalty program.

THE FUTURE NEEDS YOUR RESTAURANT

ROS Half Page

SATISFY TO-GO CRAVINGS with LAND O LAKES® CHEESE SAUCES.

ROS Adhesion

# Restaurant Business and CSP - Website

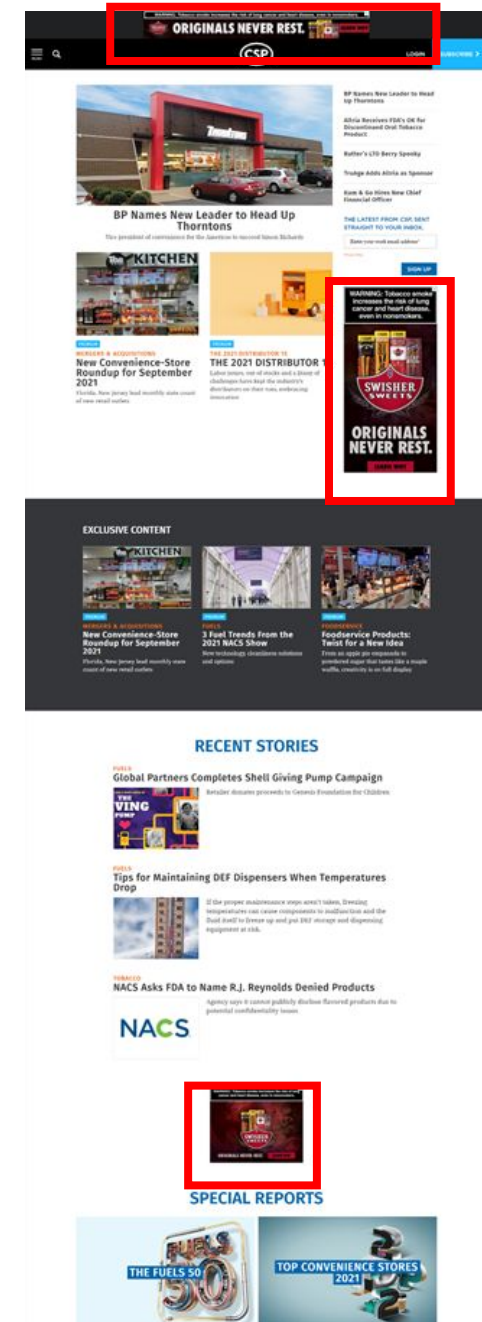
## Website - Homepage Takeover

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s)
  - Leaderboard - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
  - Half page - Desktop: 300x600; Mobile 300x250
  - (2) Medium Rectangles - 300x250
  - Adhesion: Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
  - Footer: Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
- Approved file type: .gif, .jpg, .png and HTML5
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Notes
  - If sending HTML5, please send two weeks prior to deployment date to allow for testing
  - All creative must have a 1pt border around it in a color other than white
  - Websites are mobile optimized. Noted desktop and mobile assets are required
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

\*\*\* Please Note: Some specs scheduled to change for 2026



# Restaurant Business and CSP – Website

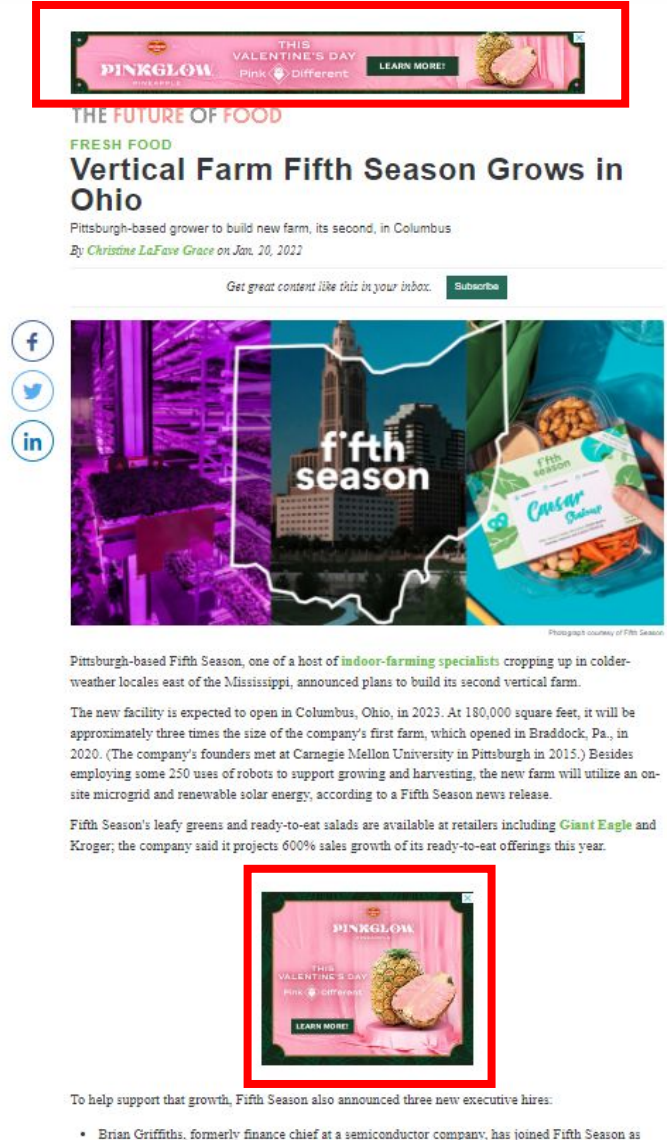
Website - Category Sponsorships - CSPDN.com

Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s)
  - Leaderboard - Desktop: 728x90, 970x90 or 970x60; Mobile: 300x50 or 320x50
  - Medium Rectangle - 300x250
- Approved file type: .gif, .jpg, .png and HTML5
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES/NO**
- Placement accepts third party click tags/tracking URL: **YES/NO**
- Notes
  - If sending HTML5, please send two weeks prior to deployment date to allow for testing
  - All creative must have a 1pt border around it in a color other than white
  - Websites are mobile optimized. Noted desktop and mobile assets are required
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

**\*\*\* Please Note: Some specs scheduled to change for 2026**




The screenshot shows a website article titled "Vertical Farm Fifth Season Grows in Ohio". At the top, there is a PINKGLOW advertisement for Valentine's Day with the text "THIS VALENTINE'S DAY Pink & Different. LEARN MORE!". The article text mentions that Pittsburgh-based Fifth Season is building a new farm in Columbus, Ohio, in 2023. The article includes social media sharing icons for Facebook, Twitter, and LinkedIn. At the bottom of the article, there is another PINKGLOW advertisement, identical to the one at the top, also for Valentine's Day. The article concludes with a mention of three new executive hires at Fifth Season.

**PINKGLOW**  
THIS VALENTINE'S DAY  
Pink & Different.  
LEARN MORE!

**THE FUTURE OF FOOD**  
**FRESH FOOD**  
**Vertical Farm Fifth Season Grows in Ohio**  
Pittsburgh-based grower to build new farm, its second, in Columbus  
By *Christine LaFave Grace* on Jan. 20, 2022

Get great content like this in your inbox. [Subscribe](#)



**fifth season**  
**Caesar Salads**

Photograph courtesy of Fifth Season

Pittsburgh-based Fifth Season, one of a host of **indoor-farming specialists** cropping up in colder-weather locales east of the Mississippi, announced plans to build its second vertical farm.

The new facility is expected to open in Columbus, Ohio, in 2023. At 180,000 square feet, it will be approximately three times the size of the company's first farm, which opened in Braddock, Pa., in 2020. (The company's founders met at Carnegie Mellon University in Pittsburgh in 2015.) Besides employing some 250 uses of robots to support growing and harvesting, the new farm will utilize an on-site microgrid and renewable solar energy, according to a Fifth Season news release.

Fifth Season's leafy greens and ready-to-eat salads are available at retailers including **Giant Eagle** and Kroger; the company said it projects 600% sales growth of its ready-to-eat offerings this year.

To help support that growth, Fifth Season also announced three new executive hires:

- Brian Griffiths, formerly finance chief at a semiconductor company, has joined Fifth Season as

# Restaurant Business and CSP – Website

## Landing Page (Premier): Sponsorship

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Landing Page and Related Article Pages
  - Ad dimension(s):
    - Leaderboard - Desktop: 728x90, 970x60 or 970x90
    - Leaderboard - Mobile: 300x50
  - Approved file type: .gif, .jpg, .png, or HTML 5
  - Max file size: Desktop: 50KB; Mobile: 20KB
- Premier Alert eNewsletter
  - Ad dimension(s): Leaderboard - Desktop: 728x90; Mobile: 300x50
  - Approved file type: .gif, .jpg, .png
  - Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: Website ads, **YES**, email ad, **NO**)
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
  - All creative must have a 1pt border around it in a color other than white
  - eNewsletter : We recommends animated .gifs include all pertinent information/call to action in first frame to account for email clients that do not support animation
  - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
  - If sending HTML 5, please send two weeks prior to deployment date to allow for testing.
  - Websites are mobile optimized. Both Desktop and Mobile assets are required.
  - Third party ad tags/click trackers are accepted. Please send two weeks prior to deployment date to allow for testing.
  - Rich Media units are available. For additional information, please reach out.

**\*\*\* Please Note: Some specs scheduled to change for 2026**

Podcasts Events Special Reports Subscribe


FoodService Industries Foodservice Operations Food & Beverage Trends Foodservice Technology Top 50 Contract Companies

Participate in paid foodservice research **SIGN UP** industry influencer Technomic

## CAFETERIA OF THE FUTURE

If you stepped out of a time machine and into a cafeteria sometime in the future, what would it look like? Will technology and convenience overshadow human hospitality? What will the political climate mean for food, farming and school lunch? And of course, who wouldn't want to know which menu items your future customers will be craving? With the wisdom and experience of industry leaders, we can conjure up some visions of the cafeteria of the future.


### Operations



**Universal free school meals, meal debt and more: how the November election...**

The upcoming election will play a major role in how school nutrition programs operate in...

[READ MORE](#)



**Tech vs. hospitality: Paradox or partnership?**

With automation, AI and more offering helping hands to the foodservice workforce, everyo...

[READ MORE](#)

# Restaurant Business and CSP - Website

## Website - Keyword Sponsorship:

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@Informa.com](mailto:EngageASG.Food@Informa.com)

- Ad dimension(s)
  - Desktop leaderboard: 728x90, 970x60 or 970x90 - 50KB max. file size
  - Mobile leaderboard: 300x50 - 20KB max. file size
  - Half page: 300x600 - 50KB max. file size
  - Medium rectangle: 300x250 - 50KB max. file size
  - URL to Link
- Approved file type: .gif, .jpg, .png
- Max file size: Desktop - 50KB; Mobile - 20KB
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
  - All creative must have a 1pt border around it in a color other than white
  - Websites are mobile optimized. Noted desktop and mobile assets are required
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

\*\*\* Please Note: Some specs scheduled to change for 2026

The screenshot displays the Restaurant Business website with several ad placements highlighted by red boxes and arrows:

- ROS Leaderboard:** A banner at the top right for a webinar titled "The Secrets of a Red-Carpet Menu Rollout" on March 3, 1PM CT / 2PM ET.
- ROS Medium Rectangle:** A large ad in the center for Nicorette 10ct, featuring the text "DID YOU KNOW... 92% OF SHOPPERS BUY THEIR CIGARETTES IN CONVENIENCE? ARE YOU PREPARED TO HELP THEM STOP SMOKING? If so, Nicorette 10ct is your answer!"
- ROS Half Page:** A large ad on the right side for "THE FUTURE NEEDS YOUR RESTAURANT" featuring a woman in a blue shirt.
- ROS Adhesion:** A banner at the bottom for "SATISFY TO-GO CRAVINGS with LAND O LAKES CHEESE SAUCES."

Other visible content includes a "Burger King" logo, a "CSP" logo, and a "Gopuff" article titled "5 THINGS TO KNOW ABOUT STARBUCKS".

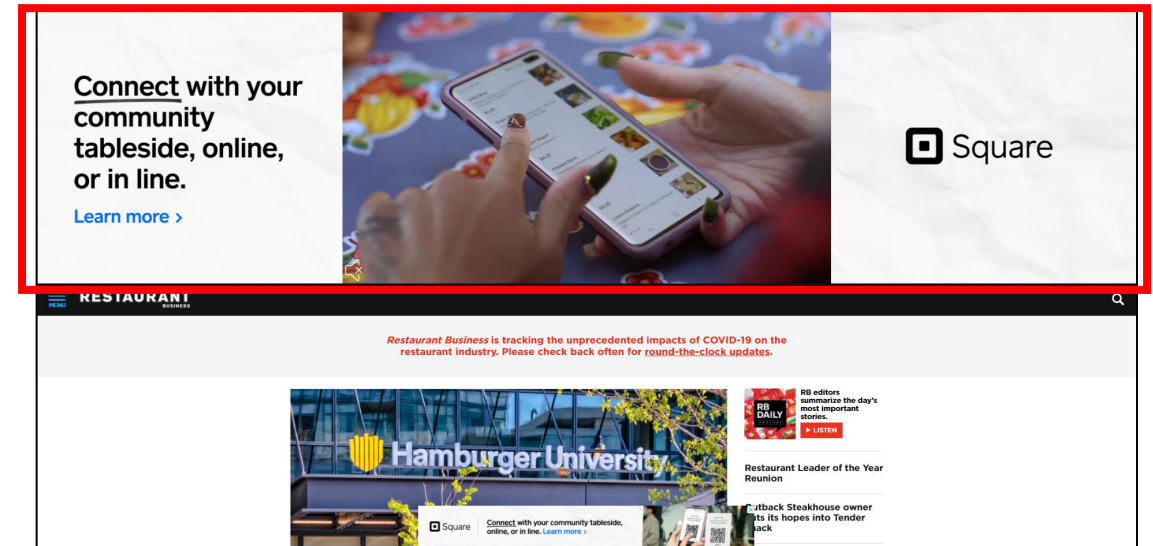
# Restaurant Business and CSP – Website

## Website - Rich Media - Video Flex Leaderboard - 4:1

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s), file type and max file size:
  - Video with 4:1 aspect ratio.
  - Video: Winsight recommends 15-30 seconds maximum per video. Accepted video formats are mp4, webm or ogg and youtube links.
  - Image with an aspect ratio of 4:1 (1920 pixels x 480 pixels)
  - Image file type: .jpg, .png, or .gif format.
  - Unit maintains ratio and resizes both in width and height.
  - File size: Video Must be 2MB or below. Image 1MB or below
  - URL to link
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Examples:
  - <https://www.foodservicedirector.com/menu/how-bubble-tea-fan-became-master-franchisee-brewing-happiness-across-state-lines?test=campbellsfrozen>
  - <https://www.restaurantbusinessonline.com/leadership/luna-grill-taps-tony-reaman-cfo?test=mccain15>
- Notes
  - Videos serve via Winsight's rich media vendor, Spotible
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



\*\*\* Please Note: Some specs scheduled to change for 2026

# Restaurant Business and CSP – Website

Website - Rich Media - Video Flex Leaderboard - 16:9

Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s), file type and max file size:
  - Video with 16:9 aspect ratio.
  - Video: Winsight recommends 15-30 seconds maximum per video. Accepted video formats are mp4, webm or ogg and youtube links.
  - Image with an aspect ratio of 16:9 (1920 pixels x 1080 pixels)
  - Image file type: .jpg, .png, or .gif format.
  - Unit maintains ratio and resizes both in width and height.
  - File size: Video Must be 2MB or below. Image 1MB or below
  - URL to link
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Examples
  - <https://www.restaurantbusinessonline.com/marketing/mcdonalds-ne-west-collaboration-mariah-carey?test=brakebush>
  - <https://www.foodservicedirector.com/operations?test=hormel>
- Notes
  - Videos serve via Winsight's rich media vendor, Spotible
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)



\*\*\* Please Note: Some specs scheduled to change for 2026

# Restaurant Business and CSP – Website

## Website - Rich Media - In Article Video Unit:

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s), file type and max file size:
  - Supports up to two (2) videos
  - Background Image: 860x510 - Any branding/messaging would need to be within the 120x tall area at the bottom of the image. Anything above 120x high at the bottom will be covered by the video player/images. Thumbnail Video images: 250x150 static images (typically, static images of a specific frame from the 2 videos with play symbol)
    - File type: recommend mp4 format. Other accepted formats - webm; ogg; youtube links.
    - Max file size: 4 MB
    - URL to link
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Example
  - [https://www.restaurantbusinessonline.com/technology/tech-provider-pr-esto-going-public-spac?test=rauken\\_test](https://www.restaurantbusinessonline.com/technology/tech-provider-pr-esto-going-public-spac?test=rauken_test)
- Notes
  - Videos serve via Winsight's rich media vendor, Spotiple
  - All creative must have a 1pt border around it in a color other than white
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

The screenshot shows a website header for "RESTAURANT BUSINESS" with a navigation menu, login, and subscribe options. The main content area features a video player for "Rakuten Ready" technology, which is highlighted with a red border. The video player includes a play button, a "Watch later" button, and a "Share" button. Below the video player, there is a caption that reads "The leader in order-ahead technology" and the "Rakuten Ready" logo. To the right of the video player, there is a sidebar with social media links for Facebook, Twitter, and LinkedIn. Below the video player, there is a text block that reads "The public funds will allow Presto to continue developing its products. It uses a variety of technologies, including artificial intelligence and speech recognition, to do things like automate drive-thru orders or allow customers to order and pay using a tablet at the table. The goal is to make staff more productive and improve customers' experience. It has shipped more than 250,000 of its systems to restaurants including McDonald's and Chili's." To the right of the video player, there is a sidebar with a QR code and the text "COVER MORE TABLES WITH QR CODE ORDERING". Below the QR code, there is a button that says "Learn more".

\*\*\* Please Note: Some specs scheduled to change for 2026

# Restaurant Business and CSP – Website

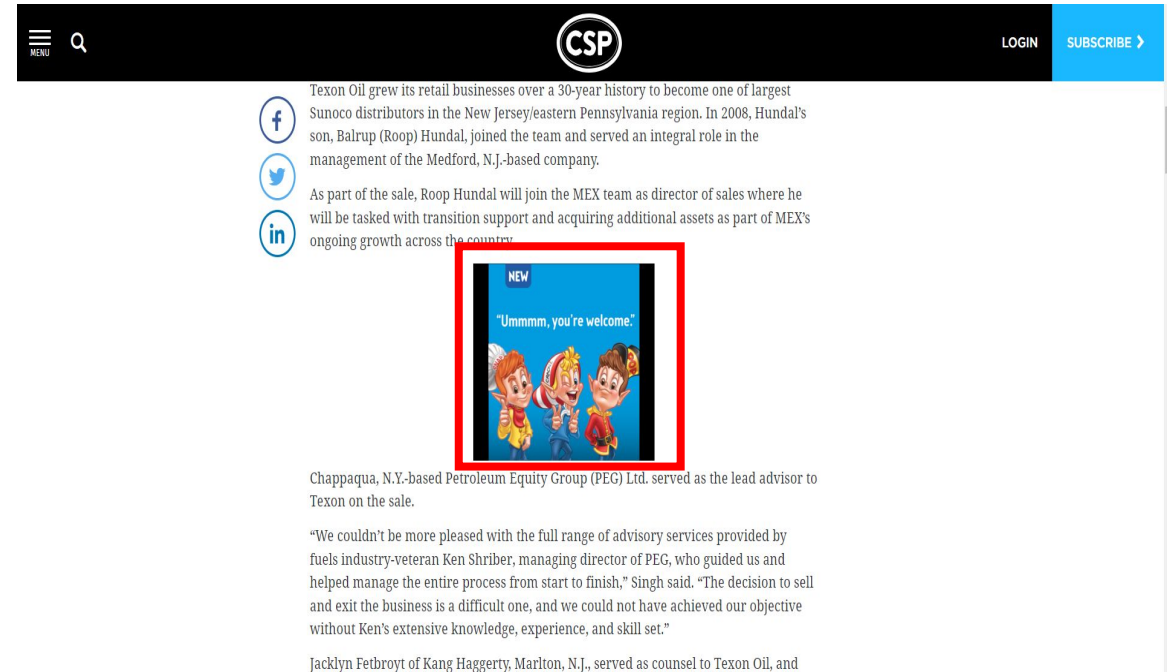
Website - Rich Media - In-Banner Video 300x250:

Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s), file type and max file size:
  - We recommend video ads in mp4format. Other accepted formats include webm or ogg and youtube links. No flv or f4v (flash) formats accepted.
  - Max file size: 4 MB
  - URL to link
  - Serves via Winsight’s rich media vendor, Spotible
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Examples
  - [https://www.cspdailynews.com/mergers-acquisitions/mountain-express-oil-acquires-24-retail-sites?test=inunit\\_demo\\_300x250\\_2](https://www.cspdailynews.com/mergers-acquisitions/mountain-express-oil-acquires-24-retail-sites?test=inunit_demo_300x250_2)
  - [https://www.foodservicedirector.com/menu/how-bubble-tea-fan-became-master-franchisee-brewing-happiness-across-state-lines?test=lti\\_video](https://www.foodservicedirector.com/menu/how-bubble-tea-fan-became-master-franchisee-brewing-happiness-across-state-lines?test=lti_video)
- Notes
  - Videos serve via Winsight’s rich media vendor, Spotible
  - All creative must have a 1pt border around it in a color other than white
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight’s ad server is Google Ad Manager (formerly, DFP)

\*\*\* Please Note: Some specs scheduled to change for 2026



# Restaurant Business and CSP – Website

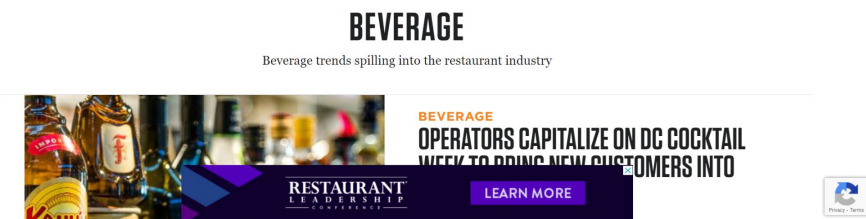
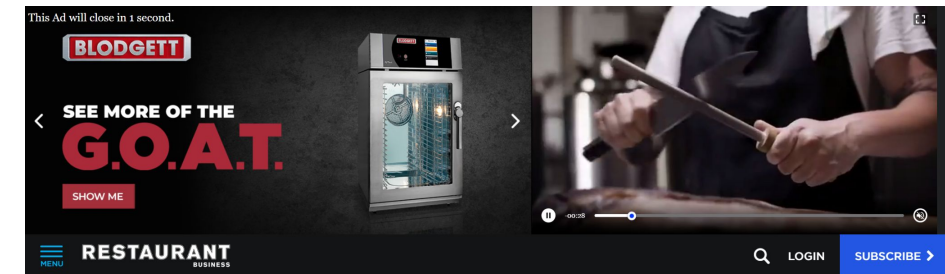
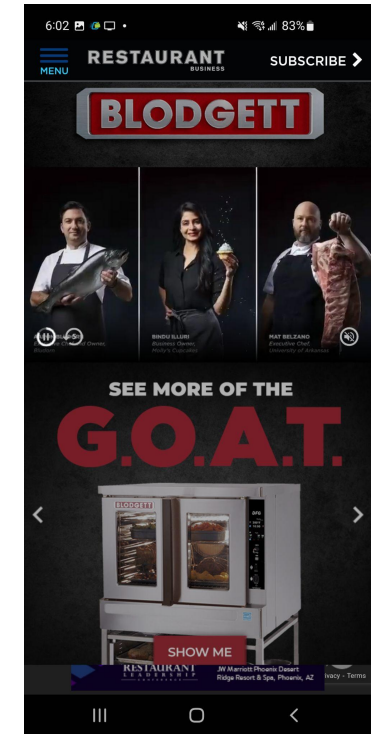
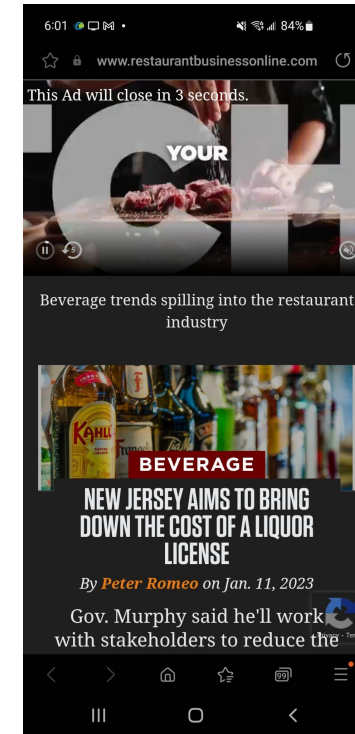
## Website - Rich Media - Prelude/Scroller:

### Materials Due 10 Business Days Prior to Launch

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s), file type and max file size:
  - Video
    - Video with 16:9 aspect ratio. (Dimensions 960x540px)
    - Winsight recommends 15-30 seconds maximum per video. Accepted video formats are mp4, webm or ogg and youtube links.
    - Maximum File Size 2MB
  - Desktop Image Assets:
    - Carousel - 1067x480px Maximum of four images.
    - Image for video postview: 853x480px
  - Mobile Image Assets:
    - Scroller background image (can contain logo, video postview) 640x1120
    - Carousel - 320x280px. Maximum of four images
    - Image file type: .jpg, .png, or .gif format.
    - Maximum file size per image .30MB (300KB)
- Placement accepts third party image tags: **YES**/NO
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
  - Videos serve via Winsight's rich media vendor, Spotible
  - All creative must have a 1pt border around it in a color other than white
  - Third party image tags and click trackers are accepted. Please send two weeks prior to deployment date to allow for testing. Winsight's ad server is Google Ad Manager (formerly, DFP)

\*\*\* Please Note: Some specs scheduled to change for 2026



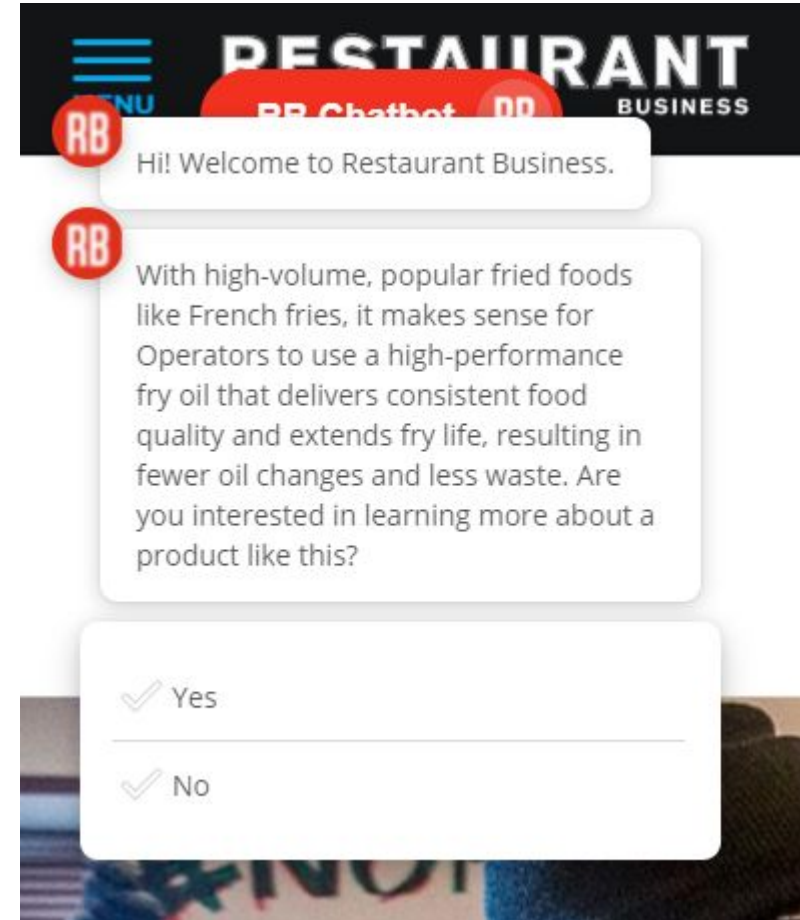
# Restaurant Business and CSP – Website

## Chatbot:

Submit materials to Winsight Content Marketing Coordinator

- Ad dimension(s): N/A
- Approved file type:
  - Script text (optional, can be written by Winsight team)
  - CTA link
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes: provide information on product/campaign and CTA link for Winsight to write script

\*\*\* Please Note: Ad Unit Unavailable in 2026



# Restaurant Business and CSP – eNewsletter

eNL Specs - RB:

## Materials Due 10 Business Days Prior to Deployment

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s)
  - Leaderboard - Desktop: 728x90, Mobile: 300x50
  - Medium Rectangle - 300x250 (option to updated to 600x400 for upper placement with 300x250 mobile)
  - Featured Product/Recipe/Video
    - Image: 200x143
    - “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”)
    - 300 characters of copy or less (including spaces)
    - URL
  - Recipe Text Ad (Recipe Report) - 280x210 image, “Sponsored by”: Please indicate how you would like this to read, ex: “Sponsored by Garcia Foods“, 300 characters of copy or less (including spaces)
- Approved file type: .gif, .jpg or .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/**NO**
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
  - HTML5 is not accepted
  - All creative must have a 1pt border around it in a color other than white
  - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
  - Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
  - We recommend animated .GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
  - Link to URL needed for all sizes. Mobile and desktop version must use same link.


\*\*\* Please Note: Some specs scheduled to change for 2026

# RESTAURANT BUSINESS

Margaritas!  
12 recipes to inspire your menu  
from National Margarita Day to Cinco de Mayo!

Download Your  
Recipe Book

Save 10% on  
Daily Deals



### TOP NEWS

Chickens Salad Chick moves its HQ to Atlanta

Both sides of \$15 wage debate say new congressional data proves them right

DoorDash is buying robotics company Choonbites

Burger King starts testing its loyalty program


### Restaurants had a super Sunday during their 1st pandemic Super Bowl

Pizza and wing chains around the country report record sales during the big game, even though gatherings were limited to prevent the spread of COVID.

### Entertainment boosts the outdoor dining experience

Outdoor dining offers guests that added level of safety. Restaurants can also optimize the experience for their customers by offering amenities such as televisions that show crowd-pleasing programming.

Sponsored content from our partner DIRECTV for BUSINESS



### Are you prepared for new consumer demands?

Get ready with: Understanding the restaurant industry landscape Feb 10.  
| 1:00 p.m. CST

WE EXPECT PENT-UP DEMAND TO DRIVE STRONG SALES

From consumer demands, to menus and trends, to the financial landscape and more, explore how the industry is changing and ways that operators can use short-term projections to build back business. Plus you'll earn a CEH from the American Culinary Federation by attending this webinar. **REGISTER NOW**

From our partners at The 2021 National Restaurant Association Show

### Rachael Ray Foundation offers high schools \$5,000 in funding to grow hospitality programs

The next round of ProStart Grow Grants will help deserving high schools add ProStart to their curriculum or improve their existing ProStart programs.

From our partners at the National Restaurant Association

### Help the industry shift from reacting to recovering

Last year, we had to quickly react to industry shifts. This year, we can plan for recovery. Technomic's online community of industry peers is your outlet to help supplier and distributor partners on the new path going forward. Join the Industry Influencers panel to complete surveys and participate in bulletin boards to push the industry forward. **Learn more today.**

Powered by Technomic

# Restaurant Business and CSP – eNewsletter


eNL Specs - CSP:

Materials Due 10 Business Days Prior to Deployment


Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s)
  - Leaderboard - Desktop: 728x90, Mobile: 300x50
  - Medium Rectangle - 300x250 (option for 600x400 for upper placement with 300x250 mobile)
  - Featured Video (CSP DN) - 600x250, 250 characters of copy or less (including spaces)
  - Category Host (CSP DN)- 100x43 image
  - Featured Product/Recipe/Video
    - Image: 200x143
    - “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”)
    - 300 characters of copy or less (including spaces)
    - URL
  - Product Showcase (CSP DN) - up to three (3) product images 150x100, 150 characters copy or less (including spaces)
- Approved file type: .gif, .jpg or .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/**NO**
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes
  - HTML5 is not accepted
  - All creative must have a 1pt border around it in a color other than white
  - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
  - Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
  - We recommend animated .GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.
  - Link to URL needed for all sizes. Mobile and desktop version must use same link.


\*\*\* Please Note: Some specs scheduled to change for 2026

**DAILY NEWS**

**INSPIRED BY THE OLD TRADITION.  
SERVED IN THE NEW CONVENIENCE.**

**VIVA SOL**  
AGAVE FRESCAS™  
[LEARN MORE](#)

TODAY'S HIGHLIGHT




**Love's Offering Incentive for COVID-19 Vaccination**  
Company to pay employees \$75 to receive shot in the arm.

**Murphy USA, Core-Mark Renew Supply Deal**  
Retailer, distributor ink new five-year supply agreement

**What Gen Zers Want and What Retailers Can Do to Recruit Them**  
From our sister publication: The generation brings new challenges for the retail food industry in attracting this incoming workforce, but it can be done, a FMI Midwinter Executive Conference session explores


**WARNING: This product contains nicotine. Nicotine is an addictive chemical.**



**Compliance  
Security  
Profit**

**FDA Begins E-Cig Enforcement & Issues Final Rule**  
etailers are advised to only work with reputable vapor products, like MNGO Stick, that can substantiate PMTA compliance. FDA enforcements can include a civil money penalty complaint, seizure, and/or injunction.  
[Click here for more information.](#)

**INSPIRED BY THE OLD TRADITION.  
SERVED IN THE NEW CONVENIENCE.**

**VIVA SOL**  
AGAVE FRESCAS™  
[LEARN MORE](#)

# Restaurant Business and CSP - eNewsletters

## Single Sponsor (SS) eNL (ex: SS QSR, etc.):\*

\*Does not include SS Recipedia

## Full Timeline Shared



Submit materials to Winsight Content Marketing Coordinator


- Ad dimension(s):
  - Leaderboard -Desktop: 728x90; Mobile: 300x50
  - Upper Medium Rectangle - Desktop/Mobile: 300x250
    - \*Can also be Large Rectangle Desktop: 600x400; Mobile: 300x50
  - Middle Medium Rectangle - Desktop/Mobile: 300x250
  - Branded Article - headline, blurb, URL
  - Featured Product/Recipe/Video - Desktop/Mobile: 200x143 image; 120x50 Logo; 300 characters of copy or less (including spaces) and URL
- \*The following items are clickable in this placement: 200x143 image, Title in copy, CTA in Copy and 120x50 logo. Please indicate what URL's you would like to use for each item.
- Approved file type: .gif, .jpeg, .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/**NO**
- Placement accepts third party click tags/tracking URL: **YES**/NO

\*\*\* Please Note: Some specs scheduled to change for 2026

To view this email as a web page, [click here](#)


**RESTAURANT BUSINESS****QSR**  
News and views on fast-food restaurants.

**Together, let's keep eggs on the menu.****AMERICAN EGG BOARD**[LEARN MORE](#)

**Chris Turner named CEO of Taco Bell owner Yum Brands**

Turner has been CFO of the fast-food restaurant chain operator since 2019 and has been instrumental in key initiatives, such as the company's creation of its technology division Byte by Yum.

[READ MORE](#)

**Fast-food prices are slowing, but consumers have yet to respond**

Industry and government data suggest that quick-service restaurants have cut back on price hikes. But it has yet to show up in the form of consistent traffic.

[READ MORE](#)

# Restaurant Business and CSP – eNewsletter

eNL Specs - CSP - NACS Product Showcase eNewsletter & RB Product Showcase eNewsletter

## Materials Due 10 Business Days Prior to Deployment

Submit materials to [EngageASG.Food@informa.com](mailto:EngageASG.Food@informa.com)

- Ad dimension(s)
  - Product Image or Logo: 310x165
  - 300 characters of copy or less (including spaces)
  - URL
- Approved file type: .gif, .jpg or .png
- URL to link
- Max file size: Desktop: 40KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes
  - HTML5 is not accepted
  - All creative must have a 1pt border around it in a color other than white
  - eNewsletters are mobile optimized. Both Desktop and Mobile assets are required.
  - Third party image tags and 1x1 tracking pixels are not accepted. Third party click trackers are accepted.
  - We recommend animated .GIFs include all pertinent information/Call-to-Action in first frame to account for email clients that do not support animation.

\*\*\* Please Note: Some specs scheduled to change for 2026

## PRODUCT SHOWCASE



### NXT LVL USA

NXT LVL USA - Elevate Your Energy, Performance & Recovery NXT LVL HYDROGEN WATER with QUAD-C Antioxidant \* Anti-Fatigue \* Anti-Trauma Morning, Noon and Night Hydration HRW (Hydrogen-Rich Water) is the next generation in performance health.

[Find Out More](#)



Earn more profit from your cellular accessories program! Associated Distributors' professional direct store service team regularly updates retail displays with premium quality products that are 100% guaranteed. Contact us to learn how you can earn more profits with Associated Distributors!

[Find Out More](#)



Black Buffalo is the world's only credible smokeless tobacco alternative, creating a substantial, highly differentiated growth opportunity in the modern oral category for c-stores. With revenue growth of 400% and 2 Best New Product Awards for 2021, see what the buzz is all about at Booth 8580.

[Find Out More](#)

DAILY NEWS

# Restaurant Business and CSP – Custom

## Branded Article - Supplied Content:

### Full Timeline Shared

Submit materials to Content Marketing Coordinators  
Eleanora.Anderson@informa.com  
Piper.Visagie@informa.com

- Required materials:
  - Posted on Winsight Website:
    - Word document with article/content
    - Hero image (optional): 1800x945 in .jpeg, .png format; Max file size: 2.5 MB
  - Posted on Client Website:
    - Headline
    - Blurb
    - URL
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes: We'll review the content to ensure it meets Winsight's style and content standards for custom content

\*\*\* Please Note: Some specs scheduled to change for 2026

RESTAURANT  
BUSINESS

NEWSLETTER

Q

SIGN IN

SUBSCRIBE >

OPERATIONS

The RATIONAL iVario consolidates an entire kitchen into one tilt skillet

Sponsored content from our partner **RATIONAL** on May 23, 2025

f

t

in

The restaurant industry has never been known for its predictability. These days, the rising cost of groceries, supplies, and rents and the shortage of experienced cooks and servers has made it even more unpredictable than ever.

Human beings are also unpredictable — and irreplaceable. But there are ways to make their work easier and help reduce the natural chaos of a kitchen during service. That is where the new RATIONAL iVario Pro comes in.

The iVario Pro consolidates an entire kitchen into a single tilt skillet. It consists of one large pan or two smaller pans that cook independently at different temperatures; these can be further subdivided into four separate zones, each also at its own temperature. It's height-adjustable so it can sit on a countertop or stand

THE LATEST

LEADERSHIP

Chris Turner named CEO of Taco Bell owner Yum Brands

OPERATIONS

The real James Beard Award stars? Immigrants

PREMIUM

TECHNOLOGY

DoorDash wants to be everywhere







# Restaurant Business and CSP – Custom

## Branded Article - Informa Written:

Submit materials to Content Marketing Coordinators  
Eleanora.Anderson@informa.com  
Piper.Visagie@informa.com

- Required Materials:
  - Topic
  - CTA link
  - Hero image (optional): 1800x945 in .jpeg or .png format; Mx file size: 2.5 MB
- Placement accepts third party image tags: YES/**NO**
- Placement accepts third party click tags/tracking URL: **YES**/NO
- Notes: provide information on product/campaign and CTA link for Winsight to write article




\*\*\* Please Note: Some specs scheduled to change for 2026


 NEWSLETTER SIGN IN SUBSCRIBE >

**SNACKS & CANDY**

## The Sweet Success of Desserts: A Cornerstone of Convenience Store Sales

Sponsored content from our partner **The Hershey Company** on Apr. 22, 2025





The Hershey Company

In the dynamic world of convenience stores, where every square inch counts, desserts play a pivotal role, exerting significant influence over consumer preferences and purchasing behaviors. Among the array of indulgent treats, ice cream emerges as a key driver of convenience store sales, offering a respite for shoppers on the go. Comprehensive analysis has revealed a wealth of valuable insights into consumer ice cream preferences, shedding light on the evolving landscape of frozen treats.


Recent data from Datassential reveals a striking trend in consumer ice cream preferences. Candy-infused ice cream has experienced a meteoric 200% growth rate in just one year, with notable flavors like *Heath* emerging as the fastest-growing option. Additionally, *Reese's* Peanut Butter Cup flavors reign supreme, resonating with diverse demographic segments across the United States, including Gen Z, Hispanic, Asian and Black consumers.

### THE LATEST




**COMPANY NEWS**  
C-Store People News Roundup: Smoker Friendly has a new vice president of operations

**FUELS**  
Pump prices drop 5 cents in recent weeks

**MERGERS & ACQUISITIONS**  
Balkar Management Group acquires 13 gas stations, fuel terminal from Consumers Oil




Listen to your daily news:  
CSP Daily News Podcasts  
New episodes weekdays



### MORE ON THIS TOPIC

**SNACKS & CANDY**  
EG America rolls out grab-and-go fresh food cases



# Restaurant Business and CSP – Custom eNewsletters

## Custom eNL:

Submit materials to Content Marketing Coordinators  
Eleanora.Anderson@informa.com  
Piper.Visagie@informa.com

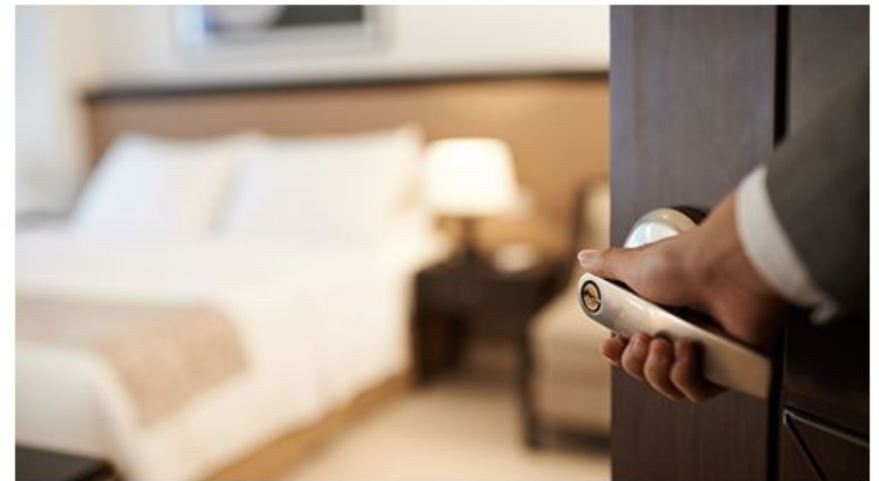
- Ad dimension(s): Available Ad Units
  - Leaderboard - Desktop: 728x90; Mobile: 300x50
  - Medium Rectangle (up to 2) - Desktop/Mobile: 300x250
    - \*Can also be Large Rectangle Desktop: 600x400; Mobile: 300x50
  - Featured Product/Recipe/Video
    - Image: 200x143
    - “Sponsored by” (Please indicate how you would like this to read “Sponsored by Garcia Foods”)
    - 300 characters of copy or less (including spaces)
    - URL
- \*The following items are clickable in this placement: 200x143 image, Title in copy, CTA in Copy and 120x50 logo. Please indicate what URL’s you would like to use for each item.
- Approved file type: .gif, .jpeg, .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes:
  - Templates include: Featured Article, Single Column and Double Column. Ads utilized will depend on template selected and amount of content included.
  - Link to URL needed for all sizes. Mobile and desktop version must use same link.
  - Flash ad formats will not be accepted.
  - All third-party tags or HTML5 files must be HTTPS compliant



## U.S. Lodging Update

BROUGHT TO YOU BY TYSON FOODSERVICE AND RESTAURANT BUSINESS

U.S. lodging industry: Where is it now?



After a devastating five months, the industry is confronting uncertainty and an acknowledged need to invent new ways of generating revenue, including food and beverage sales. [Read more.](#)

\*\*\* Please Note: Some specs scheduled to change for 2026

# Restaurant Business and CSP – Custom eNewsletters

## Product eNL:

## Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Required materials:
  - Leaderboard - Desktop: 728x90; Mobile: 300x50
  - Hero image - 728x330
  - Product information for Winsight to write blurb (or client submitted)
  - Additional products (optional, up to 2)
    - Image: 220x120
    - Copy: Headline, Blurb
  - URL
- Approved file type: .gif, .jpeg, .png
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO
- Notes:
  - Link to URL needed for all sizes. Mobile and desktop version must use same link.
  - All third-party tags or HTML5 files must be HTTPS compliant

\*\*\* Please Note: Some specs scheduled to change for 2026

Leaderboard →



Hero image →



Product blurb →  
Winsight can write the headline/blurb for main product but client must provide reference materials and information.

**Offer delicious grilled chicken—without added labor or consistency concerns**

In foodservice settings, fresh-grilled chicken can be a big draw, but it has several drawbacks for operators—namely, consistency, food safety concerns and the amount of labor hours it calls for to be prepared. In high-volume operations, a time-saving alternative can make a big difference—without sacrificing the great taste grilled chicken offers.

Boar's Head® FireSmith™ Flame Grilled Chicken Breast can be sliced, shredded, or torn and used just like fresh-grilled chicken, while offering the great grilled taste diners love. Made with whole muscle chicken breast, seasoned with chef-selected spices and cooked over an open flame, Boar's Head® FireSmith™ Flame Grilled Chicken Breast gives operators the opportunity to deliver genuine grilled flavor in an array of meals—without maxing out back-of-house labor. And because the chicken's char is visible even when cut, diners won't be able to tell it's not fresh-grilled. From sandwiches to salads and more, Boar's Head offers the quality proteins foodservice operators need and the flavor customers clamor for.

To learn more about Boar's Head® FireSmith™ Flame Grilled Chicken Breast, [click here](#).

[LEARN MORE](#)

Additional products (optional) →



### Hummus Bowl

FireSmith™ Flame Grilled Chicken Breast and PepperHouse™ Smoked Hummus with Creamy Feta Cheese Crumbles, Arugula & Citrus Vinaigrette. [Learn more](#).



### Summer Picnic Sandwich

FireSmith™ Flame Grilled Chicken Breast, Creamy Feta Cheese, Jalapeño Pepper Sauce, Mayonnaise, Cucumber, Red Onion, Roasted Red Peppers & Lettuce on a Sub Roll. [Learn more](#).

# Restaurant Business and CSP - eNewsletters

## Single Sponsor (SS) Recipedia:

## Full Timeline Shared

Submit materials to Winsight Content Marketing Coordinator

- Ad dimension(s):
  - Logo: 140x80
  - Leaderboard - Desktop: 728x90; Mobile: 300x50 or 320x50
  - Featured Product (max of 2):
    - Promotional copy with headline - 300 characters (including spaces)
    - Static product image - 350x200 pixels
    - Logo (or other static image) - 120x50 pixels (maximum)
- Recipe Text Ads:
  - Main Recipes (max of 2) image - 364x440
  - Lower Additional Recipes (max of 8) image - 325x215
  - Promotional copy with headline - 300 characters (including spaces)
  - Recipe description (name of recipe as headline) - 300 characters or less (including spaces)
- Recipe Text Ads:
  - Main Recipes (max of 2) image - 364x440
  - Lower Additional Recipes (max of 8) image - 325x215
  - Promotional copy with headline - 300 characters (including spaces)
  - Recipe description (name of recipe as headline) - 300 characters or less (including spaces)
- Trend Information: Supplied Paragraph (100 words max) or Winsight Written Paragraph/Article
- Approved file type: .jpeg or .gif files only
- Max file size: Desktop: 40KB; Mobile: 20KB
- Placement accepts third party image tags: YES/NO
- Placement accepts third party click tags/tracking URL: YES/NO

\*\*\* Please Note: Some specs scheduled to change for 2026



**SPECIAL EDITION**  
Sponsored by: The Chef's Table - Recipe ideas from Blount Fine Foods

**ON TREND**  
**Fall LTOs to warm up menus**  
When the weather cools down, many consumers rejoice at the return of soup season—and for good reason. With nearly endless varieties to choose from, it's no surprise that soup is a menu mainstay. To keep things interesting, operators should consider offering seasonal soup LTOs—offerings that incorporate the flavors of fall and winter—to entice diners. Take these ideas for inspiration.

**Ad Unit Inclusion**  
(optional)

**DISH PART DINNER, ENTRE**  
**RECIPE**  
**Double Decker Hot Turkey & Cranberry Sandwiches**  
The perfect meal to utilize your Turkey Day leftovers!  
[READ MORE](#)

**CALLS FOR CAULIFLOWER**  
**RECIPE**  
**Riced Cauliflower Egg Rolls**  
Set creative with Riced Cauliflower! This side dish is a major trend, and paired with the sweet and spicy seasonings in this dish, it's sure to be a crowd pleaser.  
[READ MORE](#)

**FEATURE RECIPE**

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Blount Thanksgiving Every Day Soup**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CAULIFLOWER**  
**Blount Sweet & Spicy Cauliflower**  
An Asian-inspired dish of riced cauliflower with garlic, ginger and scallions, spiced with shichimi togarashi. This product is vegan, gluten free and low-fat.  
[READ MORE](#)

← Trend Information

Lower additional recipes →

← Main recipe

← Featured products

Notes

- One hyperlink/web address per recipe description allowed
- Many email programs prevent animation. If submitting an animated .GIF, RB/
- Winsight recommends that your call to action be featured as your first image
- rotation
- All third-party tags or HTML5 files must be HTTPS compliant

## MORE RECIPES

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Blount Thanksgiving Every Day Soup**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Blount Thanksgiving Every Day Soup**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Blount Thanksgiving Every Day Soup**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Blount Thanksgiving Every Day Soup**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Pancakes for breakfast**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Pancakes for breakfast**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Pancakes for breakfast**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**DISH PART DINNER, ENTRE CALLS FOR CHICKEN**  
**Pancakes for breakfast**  
Enjoy the flavors of Thanksgiving any day of the year with this memorable combination of diced white turkey meat, wild rice blend, cranberries, cream and a touch of sherry wine.  
[READ MORE](#)

**Looking for More Recipes?**  
[BROWSE RECIPEDIA](#)

# Restaurant Business and CSP – Podcast

## Podcast Sponsorship:

Submit materials to [Kimberly.Kaczmarek@informa.com](mailto:Kimberly.Kaczmarek@informa.com)

- One (1) 15 second promotional read (submit either option #1 or #2):
  - Option #1 - Informa read
    - Sponsor submits 25-35 words of copy
    - Informa podcast moderator will execute the read
    - Note: Pre-podcast client review of the read unavailable
  - Option #2 - Sponsored submitted audio
    - Sponsor submits an audio advertisement of no more than 15 seconds
    - File to include additional 5 second audio-free buffer before and after the read
    - Length: 25 seconds max (5 second buffer, 15 second read, 5 second buffer)
    - File type: unlocked MP3
    - Must not contain any musical background
    - Sponsor to submit one or two versions
    - Informa reserves the right to adjust the audio file needed to fit into podcast
    - Logo: .png, .jpeg - high resolution
- Promotional read will execute two (2) times per podcast sponsored
- Submit one (1) 1920 x 1080 image for use in video posting of podcast (jpeg or png file type)
- All materials must be received at least 21 days in advance of projected podcast release date

RESTAURANT BUSINESS

NEWSLETTER

SEARCH

SIGN IN

SUBSCRIBE >

FINANCING

## A discussion with new Culver's CEO Julie Fussner

A Deeper Dive: The fast-food burger chain recently promoted its chief marketing officer to the top position. Fussner discusses her plans to take the brand to the next level without losing what made it special.

By **Jonathan Maze** on May 14, 2025

f

t

in

A discussion with new Culver's CEO Julie Fussner

A Deeper Dive

+

What does Culver's new CEO have in mind for the chain?

This week's episode of the Restaurant Business podcast A Deeper Dive features Julie Fussner, who was recently named chief executive of the 1,000-unit, Wisconsin-based burger chain.

Culver's is quietly one of the most consistent restaurant chains in the country and is one of a generation of high-growth burger concepts. Its system sales grew 16% last year. By contrast, fast-food burger chain sales last year grew just 1%.

THE LATEST

FOOD

**Chef Jonathon Sawyer** discusses his Chicago restaurant, Kindling, and his latest TV appearance

LEADERSHIP

**Chris Turner** named CEO of Taco Bell owner Yum Brands

OPERATIONS

The real James Beard Award stars? Immigrants

Listen to your daily news: RB Podcasts

New episodes weekdays

RESTAURANT DAILY

A DEEPER DIVE

MENU TALK

RESTAURANTS

PODCASTS