With the BrandFuse program, an advertiser has the opportunity to publish content on USNews.com. Content can be supplied by the advertiser, or created by or in collaboration with U.S. News’ custom content team. Feedback will be provided to the advertiser before anything is published, and all content is clearly marked as sponsored advertising content, with the advertiser logo appearing on the bottom of the article page.

**Advertiser Deliverables**

### Deliverables for Custom & Syndicate

- **Signed BrandFuse content agreement**
- **Photo release forms**, if supplying original photography featuring real people.
- **Companion IAB ads**: 728x90, 970x250 or 300x250
  
  Optional. If not sent, then no other ads will appear on the advertiser’s article page.
- **Logo**: 200x120px JPG, PNG or EPS
- **Third-party tracking** (for the entire campaign, not broken down by traffic driver)
- **Impressions/CPM/Total Budget** Need two of the three
- **Hashtags** Optional, for social boost promotion.
- **Confirmation of campaign run dates**. Might vary from IO, based on when all deliverables are received and approved.
- **Company name as it will appear on USNews.com** URL link for company name/logo

### Additional Syndicate

**Full article text:**

- Preferred length: At least 600 words, and no more than 1400 words.
- .doc, .rtf., .txt., or Google Document
- Optional: Any article hyperlinks to include
- Optional: YouTube video (w/ embed codes) to include

**At least one, and up to five headlines**

- No more than 74 characters, with spaces

**Preview text**

- No more than 104 characters, with spaces
- Text will appear on traffic drivers and as a subhead on the article itself.

**Article/traffic driver images**

- Images Size: a minimum width of 2000px (maximum file size of 4 MB)
- At least one image of the abovementioned size is required, but more images of varying sizes are welcome.

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**Ad Specs**

http://mediakit.usnews.com/ad-specs