

- CPT Module
- Dynamic
- Static
- Questions / Open issues

Yahoo! My Yahoo! Mail Help

YAHOO! FOOD Welcome, **user_name**
[Sign out, My Account]

Food Web Pictures Video Audio

SEARCH

FOOD HOME IN SEARCH OF REAL FOODS

VIDEOS UPLOAD VIDEO REAL FOODS BLOG

BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword

links to hellmanns.com

Static

Programmed via CPT weekly.

Dynamic display of most recent blog post.

- Blog title links to Blog Entry
- Blog host links to Blog Bio
- POST A COMMENT (#) anchors down to Comments section in Blog Entry

• ISORF sign links to Hub pg

• UPLOAD YOUR VIDEO links to Video Submit pg

• SEE REAL USER VIDEOS links to Branded Channel pg in video.yahoo.com

CPT Module

3 - 4 produced videos / assets will be delivered from Embassy each week. CPT will automatically pull in this week's videos and editorial need to determine the order of display.

- Clicking on PLAY VIDEO or each thumbnail populates a video pop-up player and the related video plays automatically.

• BROWSE ALL links to Video Index pg

Programmed via CPT weekly.

This will be as a blog post attribute.

Programmed via CPT weekly. Embassy Row & Y! Food ask specific questions related to each theme and provide editorial the id assigned to her question.

When editorial update the id in CPT, that specific question from Y! Answers and 4 most recent answers to that question can pull in automatically.

- VIEW ALL ANSWERS links to its question pg in answers.yahoo.com
- ANSWER links to its 'What is Your Answer' pg in answers.yahoo.com
- ASK links to 'Ask Your Question' pg in answers.yahoo.com

CPT Module

Editors will select recipes from Y! Food database. UED will create custom artwork and akamaize. Editorial will program via CPT + selection of akamaized images.

- VIEW MORE RECIPES links to recipe browse index pg

Functions the same as the current Local Dining Guide in Y! Food. Default behavior is the same.

Editorial will enter a specific word related to weekly theme and it displays the results filtered by that word.

YAHOO! FOOD

- Homepage
- Everyda
- Special Days
- Food Reference
- Local Flavors
- Restaurants
- Recipes
- Food Community
- Top-Rated Recipes
- Quick & Easy Recipes
- Food Blogs
- Food Videos
- » All Food

ALSO ON YAHOO!

- 360
- Autos
- Finance
- Games
- Groups
- Health
- Hot Jobs
- Mail
- Maps
- Movies
- Music
- My Yahoo!
- News
- Shopping
- Sports
- Tech
- Travel
- TV
- » All Y! Services

THINGS YOU CAN DO

- Buy Movie Tickets
- Set My Tivo
- Check Stock Quotes
- Check Sports Scores
- Lose Weight
- Listen to Music

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SEARCH

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BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword

IN SEARCH OF REAL FOOD

Episode 1

In Search of Real Food Blog

Sponsored by HELLMANN'S

Theme Title Here

Most Recent Blog Entry Title Here

Posted by Blog Host/Author on 1 hour 2 minutes ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit
Lorem ipsum dolor sit ...

POST A BLOG COMMENT (7) ★★★★★☆

UPLOAD YOUR VIDEO

SEE REAL USER VIDEOS
video.yahoo.com

What is "Real Food" Anyway?

Browse All Real Foods Videos

LEMONADE AND BURGERS

WHAT UP, DOG?

KEEPIN' IT REEL

real

WHAT'S UP NEXT?
REAL DESSERT

Tell us about your real dessert story.

Upload Video

REAL CONVERSATION

Tell us what "Real Food" is to you
Share your real food experiences and recipes,
find real food buddies and restaurants, etc...

Join The Group

REAL FOOD FUN FACTS

- 1133 Lorem ipsum dolor amet consectetur adipiscing elit
- Lorem ipsum dolor sit amet conse 77 amet

What food makes a 4th of July BBQ real for you?

Jenny K
13 answers
Posted 2 days, 23 hours ago

fried chicken, creamed potatoes, collard greens, cracklin combread, banana pudding.....thanks a lot..now Im starving...lol
1 hour ago

Cooked from fresh ingredients, served immediately.
1 hour ago

Basic homemade food, chicken, green beans and rice, that I cooked at home, is an example of what I would consider real food.
3 hours ago

Something made totally from scratch, no part of it contains anything processed from a box or can.
2 days ago

View All Answers To This Question on answers.yahoo.com

Answer this question | Ask a new question

RECIPES

REAL FOOD RECIPE 1

REAL FOOD RECIPE 2

REAL FOOD RECIPE 3

View More Recipes >>

MY FOOD

Recipe of The Day

Recipe Title Appears Here

from: username
★★★★★ (116)

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Recent Activity

Articles Recipes Searches

Articles recently viewed on this computer

Article Title 1
Article Title 2
Article Title 3
Article Title 4
Article Title 5

LOCAL DINING GUIDE

New York, NY

Browse Other Cities

CHANGE LOCATION

Address, City & State, or ZIP

View All Results >

1 - 3 out of 00 results for **burger**

1. New York Marriott Hotel ★★★★★
2. Presidential Pizza ★★★★★
3. Lombardi's ★★★★★

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- Buy Movie Tickets
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- Check Sports Scores
- Lose Weight
- Listen to Music

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- CPT Module
- Dynamic
- Static
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IN SEARCH OF REAL FOODS

VIDEOS
UPLOAD VIDEO
REAL FOODS BLOG

BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword

IN SEARCH OF REAL FOOD

UPLOAD YOUR VIDEO

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[video.yahoo.com](#)

REAL FOOD FUN FACTS

RECIPES

EPISODE week 3
In Search of Real Food Blog
Sponsored by HELLMANN'S

Theme Title Here

Most Recent Blog Entry Title Here

Posted by [Blog Host/Author](#) on 1 hour 2 minutes ago

Lorem ipsum dolor sit amet, consectetur adipiscing elit
 Lorem ipsum dolor sit ...

[POST A BLOG COMMENT \(5\)](#) ★★★★★☆

▶ Play Video

▶ Play Video

▶ Play Video

Week 3 Host Segment Title

[Browse All Real Foods Videos](#)

What makes Ice Cream Real?

Posted 2 days, 23 hours ago

13 answers

fried chicken, creamed potatoes, collard greens, cracklin cumbread, banana pudding.....thanks a lot...now im starving...lol

1 hour ago

Cooked from fresh ingredients, served immediately.

1 hour ago

Basic homemade food, chicken, green beans and rice, that I cooked at home, is an example of what I would consider real food.

3 hours ago

Something made totally from scratch, no part of it contains anything processed from a box or can.

2 days ago

[View All Answers To This Question on answers.yahoo.com](#)

[Answer this question](#) | [Ask a new question](#)

REAL FOOD FUN FACTS

- Week 3 sit
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- Lorem ipsum dolor sit amet conse 77 amet

[View More Recipes >>](#)

PREVIOUS WEEKS

2

Real Theme Title for week 2

THE REAL FOODS BLOG

Lorem Ipsum Dolor Sonet Mayo Yummy Yum

Posted by [Blog Host/Author](#) on Tues, July 3, 2007, 11:12 am PST. [Powered by: Hellmann's](#)

[View All Posts >](#)

FEATURED RECIPE

[Inside-Out Cheeseburger](#)

[Top-Dog Hot Dog](#)

[Coney Dogs for a Crowd](#)

[View More Recipes >](#)

THE REAL FOODS FACTS

Americans are expected to eat 150 million pounds of hot dogs this 4th of July

Recipe Title Appears Here
 from: username
 ★★★★★☆ (116)

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MY FOOD

Recipe of The Day
?

Articles recently viewed on this computer

Article Title 1

Article Title 2

Article Title 3

Article Title 4

Article Title 5

LOCAL DINING GUIDE

New York, NY [Browse Other Cities](#)

CHANGE LOCATION

Address, City & State, or ZIP

[View All Results >](#)

1 - 3 out of 00 results for **burger**

1. New York Marriott Hotel ★★★★★
2. Presidential Pizza ★★★★★☆
3. Lombardi's ★★★★★☆

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THINGS YOU CAN DO

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- Lose Weight
- Listen to Music

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Programmed via CPT. Updates / displays additional card each week up to 11 weeks.

Videos from that week

Last blog entry from that week

Static text

Y! Food recipes from that week

• VIEW MORE RECIPES links to Y! Food Recipe Index pg.

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FOOD HOME IN SEARCH OF REAL FOODS

VIDEOS UPLOAD VIDEO REAL FOODS BLOG

BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword

IN SEARCH OF REAL FOOD

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MOST POPULAR VIDEO

Sponsored by:

MAN ON THE STREET

Posted by **Blog Host/Author** on 1 hour 2 minutes ago ★★★★★

MOST RECENT BLOGS

The Real Dessert
1 hour 2 minutes ago

Slow Food NYC
7 days ago

Junior's Cheesecake
14 days ago

The Real July 4th
21 days ago

LREC

real

WHAT'S UP NEXT?
REAL DESSERT

Tell us about your real dessert story.

Upload Video

REAL CONVERSATION

Tell us what "Real Food" is to you. Share your real food experiences and recipes, find real food buddies and restaurants, etc...

Join The Group

In Search of Real Food's Videos 1 - 8 of 40 | 1 | 2 | 3 |

<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 4. FOOD STORY</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>
<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 4. HOST RECIPE</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>
<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 4. UGC CONTENT</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>
<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 4. BLUE RIBBON EXCELLENCE AWARD</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>
<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 3. FOOD STORY</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>
<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 3. HOST RECIPE</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>
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<p style="font-size: x-small; text-align: center;">VIDEO TITLE HERE</p>	<p>Week 3. BLUE RIBBON OF EXCELLENCE AWARD</p> <p style="font-size: x-small;">Lorem ipsum dolor sit amet, consectetur adipiscing elit Lorem ipsum dolor sit amet.</p>

In Search of Real Food's Videos 1 - 8 of 40 | 1 | 2 | 3 |

CHANGE LOCATION

Address, City & State, or ZIP go

[View All Results](#)

1 - 3 out of 00 results for **burger**

1. New York Marriott Hotel ★★★★★
2. Presidential Pizza ★★★★★☆
3. Lombardi's ★★★★★

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- » All Food

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CPT Module
Editorial will need to select the most popular video each week (per theme). 400 x 300 ratio

• ISORF sign links to Hub pg

• UPLOAD YOUR VIDEO links to Video Submit pg

• SEE REAL USER VIDEOS links to Branded Channel pg in video.yahoo.com

Dynamic display of 4 most recent blog posts.

Dynamic display of all the posted videos in the chronological order. User Submitted video that is approved by Embassy Row will be mixed in the list.

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FOOD HOME
REAL FOODS

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UPLOAD VIDEO
REAL FOODS BLOG

BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword

» Meet In Search of Real Food

Most Recent Blogs

- ▶ [Blog Entry 1](#)
- ▶ [Blog Entry 2](#)
- ▶ [Blog Entry 3](#)
- ▶ [Blog Entry 4](#)

Advertorial
Module

Most Recent Videos ...

1st

▶ Play Video

Video Title Here

2nd

▶ Play Video

Video Title Here

3rd

▶ Play Video

Video Title Here

4th

▶ Play Video

Video Title Here

SEE REAL USER VIDEOS
video.yahoo.com

In Search of Real Food Blog

Blog Header Title Here

by [Blog Host/Author](#)

Is 4th of July more than just BBQ?

Posted Tue, Apr 23, 2007, 1:28 pm PDT

POST A COMMENT

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REAL FOOD RECIPE

INGREDIENTS

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DIRECTIONS

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Average (21 ratings) Rate it:

★★★★☆
☆☆☆☆☆

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0 Comments [Leave a comment](#)

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- ▶ [Blog Entry 1](#)
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Advertorial
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Most Recent Videos ...

1st

▶ Play Video

Video Title Here

2nd

▶ Play Video

Video Title Here

3rd

▶ Play Video

4th

▶ Play Video

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real

WHAT'S UP NEXT?
REAL DESSERT

Tell us about your real dessert story.

REAL CONVERSATION

Tell us what "Real Food" is to you
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MY FOOD

Recipe of The Day

▶ Play Video

Recipe Title Appears Here

from: username

★★★★★ (116)

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Recent Activity

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Articles recently viewed on this computer

Article Title 1
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LOCAL DINING GUIDE

New York, NY [Browse Other Cities](#)

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3. Lombardi's ★★★★★

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Partner blogger will enter each blog content by using our EPT tool.

A number of blog entry per theme is TBD.

Dynamic display of 4 most recent videos

Static

SEE REAL USER VIDEOS links to Branded Channel pg in video.yahoo.com

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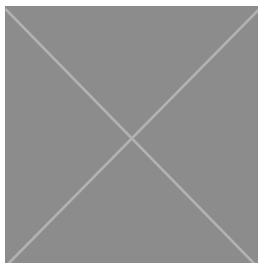
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BUZZ: Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword Keyword



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>>Meet In Search of Real Food

Most Recent Blogs

- ▶ [Blog Entry 1](#)
- ▶ [Blog Entry 2](#)
- ▶ [Blog Entry 3](#)
- ▶ [Blog Entry 4](#)

Advertorial
Module

Real Food Videos This Week ...

1st [Play Video](#)
[Video Title Here](#)

2nd [Play Video](#)
[Video Title Here](#)

3rd [Play Video](#)
[Video Title Here](#)

4th [Play Video](#)
[Video Title Here](#)

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USER VIDEOS**
video.yahoo.com

what Yahoo! foodies are reading

- 1st Simple Spring Salads
[POST A COMMENT](#)
- 2nd Polka-Dot Mashed Potatoes, Anyone?
[POST A COMMENT](#)
- 3rd The Slice Heard Round the World ...
[POST A COMMENT](#)
- 4th In Praise of the Lowly Carrot
[POST A COMMENT](#)
- 5th To Mom's Health
[POST A COMMENT](#)

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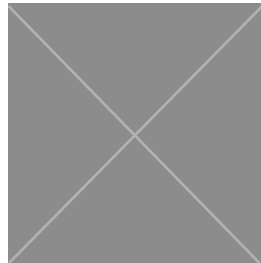
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Blog Entry 5

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Blog Entry 4

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Blog Entry 3

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Blog Entry 2

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