

ifood.tv

Your Food Network!

display advertising

social media

product reviews

sponsorships

blog outreach

video creation



[build your brand online]

[Custom Campaign Opportunities]

Customized Theme

The screenshot displays a website interface for a recipe page. On the left, there is a vertical banner for 'Vince Vaughn' with the text 'FOUR CHRISTMASES'. The main content area is titled 'Christmas Cookies Recipe' and includes a summary, ingredients list (4 oz. butter, 4 oz. sugar, 4 oz. semolina, pinch salt, 4 level tbsps, syrup, 8 oz. self-raising flour, 1/4-tspn. ground ginger), and a 'How to make Christmas Cookies' section. On the right, there are sections for 'Related Recipes' (Mexican Christmas Cookies, Rudolf's Christmas Cookies, Christmas Cookies, Swiss Christmas Cookies) and 'By Same Chef' (How To Make Apfelstrudel, How To Make Savoury Scones). A vertical banner on the right features 'Reese Witherspoon' and the text 'His father, her mother, his mother and her father all in one day.' The top navigation bar includes 'Home', 'Recipes', 'Videos', 'Blogs', 'Shows', 'Answers', 'Tastemates', 'My Site', and 'Upload'.

- ▶ [Customized page theme] that highlights your brand or supports new product launch.
- ▶ Can be purchased for the home page, across categories (ex: Seafood), or for the entire site.

Custom Display Ads

The screenshot shows the ifood.tv website interface. At the top, there is a search bar and navigation links for Home, Recipes, Videos, Blogs, Shows, Answers, Tastemates, and My Site. A custom display ad is prominently featured in the center, titled 'Seafood Recipes'. The ad includes a photo of a chef preparing food, a quote 'Discover a whole new way to love seafood', and a badge that says '#1 RATED ZAGAT BEST SEAFOOD'. Below the ad, there are sections for 'Seafood Foods' (listing various types like American, Asian, Baked, etc.) and 'Seafood Recipes' (showing a recipe card for a seafood dish with a star rating and view count). To the right, there is a 'Tool Box' with 'Upload recipe' and 'ShareThis' buttons, and a 'Related Food' list containing items like Alcoholic Punch, Avocado Dip, Banana Cream, etc.

► [Customized display ads] that are more visible on the page and connect better with the consumer.

► Can be purchased for one page, one category (ex: Seafood), on the home page or across multiple categories.

Product Placement in Videos



► [Product placement in sponsored videos] to support new product launch.

Text Link Ads on Search Pages

The screenshot shows the ifood.tv website interface. At the top, there's a navigation bar with links for Home, Recipes, Videos, Blogs, Shows, Answers, Tastemates, and My Site. A search bar is located at the top right. The main content area is titled 'Gourmet Hamburger Recipes' and includes a sub-section 'Gourmet Hamburger Foods' with a grid of recipe thumbnails. Below this, there are three recipe cards: 'Hamburger And Corn Casserole' (by Meat World), 'Hamburger Soup' (by Western Chefs), and 'American Hamburger Soup' (by Western Chefs). Each card features a small image and a brief description. To the right, a 'Related Food' sidebar lists various hamburger recipes like 'Bbq Hamburger', 'Bean Hamburger', 'Beef Hamburger Patty', etc. The page is framed by a green border.

- ▶ [High performance text link ads] that appear on the Search Results Page and help drive traffic to your site.

Sponsored Recipes

The screenshot displays the ifood.tv website interface. At the top, the logo 'ifood.tv Your Food Network!' is on the left, and navigation links for Home, Recipes, Videos, Blogs, Shows, Answers, Tastemates, and My Site are in the center. A search bar and 'Join / Login' links are on the right. The main content area features a recipe titled 'Turkey Corn And Sweet Potato Soup Recipe', sponsored by 'Campbell's Kitchen'. The recipe description states: 'Turkey Corn And Sweet Potato Soup has a fine taste. Turkey Corn And Sweet Potato Soup gets its taste from turkey cooked with corn and potatoes. Turkey Corn And Sweet Potato Soup is inspired by many restaurants across the globe.' Below the description is a 'Summary' section with a difficulty level of 'Easy' and a course of 'Appetizer'. A 'View Photos of Turkey Corn And Sweet Potato Soup' section shows a 'Boil' step with a 'New' tag and a description: 'Boil Soup corn and chicken bouillon mixed soup Poultry meat withh vegetable soup'. The 'Ingredients' section lists: 1 teaspoon margarine, 1/2 cup chopped onion, 1 small jalapeño chili, minced, 5 cups turkey broth or reduced sodium chicken bouillon, 1 1/2 pounds sweet potatoes, peeled and cut into 1 inch cubes, 2 cups 1/2 inch Cooked Turkey cubes, 1/2 teaspoon salt, 1 1/2 cups frozen corn, and Fresh cilantro leaves (optional). On the right side, there are sections for 'Related Recipes' (Sweet Potato Turkey Pie, Sweet Potato Corn Soy Soup, Corn Chowder, Turkey Soup Mormon Style) and 'By Same Chef' (How To Make Sardine Rice Bundles, How To Make Asparagus Vinaigrette).

- ▶ [Sponsorships integrated] on our recipe pages that highlight your brand and help shape consumer preference.
- ▶ Can also be used to promote cookbooks.

Contextual Links

The screenshot displays the ifood.tv website interface. At the top, there is a search bar with 'Recipes' selected and a navigation menu with links for Home, Recipes, Videos, Blogs, Shows, Answers, Tastemates, and My Site. The main content area features a recipe titled 'Turkey Corn And Sweet Potato Soup Recipe'. Below the title is a brief description and a 'Summary' section indicating the difficulty level is 'Easy' and the course is 'Appetizer'. The ingredients list includes items like margarine, onion, jalapeño chili, turkey broth, sweet potatoes, and frozen corn. A 'Shop fresh ingredients at Safeway' advertisement is overlaid on the ingredients list. To the right of the main recipe, there are sections for 'Related Recipes' and 'By Same Chef', each listing other recipes with view counts and star ratings.

- ▶ [Contextual links] embedded in the recipe pages help acquire more targeted audience and traffic.

Video Ads

The screenshot displays the ifood.tv website interface. At the top, the logo 'ifood.tv Your Food Network!' is on the left, and navigation links for 'Home', 'Recipes', 'Videos', 'Blogs', 'Shows', 'Groups', 'Members', and 'My Site' are in the center. A search bar is located below the navigation. The main content area is titled 'Shows' and features a video player for 'Grandma's Peanut Butter Pie' by USAFireandRescue.com. The video player has a red overlay with the text 'USAFireandRescue.com'. Below the video player are four thumbnail images for other recipes: 'Grandma's Peanut', 'Making Fresh Pasta', 'Little Nori Rolls', and 'Grilled Whole'. To the right of the video player is a 'Recent Comments' section with several entries, including 'Sushi And Japanese Tapas Food Tasting ...' and 'How To Use Whip Cream Maker'. At the bottom of the page, there are more recipe thumbnails for 'Holiday cooking wi ..', 'Amy's Kitchen', 'Middle Eastern Coo ..', and 'Moroccan CookingWi ..'.

► [Ad insertions] in videos.

Sponsored Videos

Halloween Dinner for Kids Recipe Video
Food Network star Sandra Lee shows TODAY's Amy Robach some easy last-minute Halloween dinners.

Sandra Lee Semi-Homemade Money Saving Meals
savory suppers & edge-minded meals that taste like they're made from scratch

Average: 4.7 (3 votes) | Your rating: None | Views: 14318

Summary -			
Preparation Time	10 Minutes	Cooking Time	25 Minutes
Difficulty Level	Easy	Health Index	Healthy
Servings	2	Cuisine	Italian
Course	Main Dish	Speciality	Kids
Main Ingredient	Pasta		

Related Recipes

- Halloween Date Cake (Views: 671)
- Chocolate Cake (Views: 15578)
- Prepared Cake Mix Layer Cake (Views: 685)
- German Chocolate Cake Shots (Views: 571)

By Same Chef

- How To Make Chocolate Peanut Butter Cookies (Views: 207)
- How To Make Burgundy Beef Loaf (Views: 198)
- How To Make No Bake Chocolate Torte (Views: 232)

- ▶ Sponsored videos to feature [reviews, support new product launch, or market your brand].