

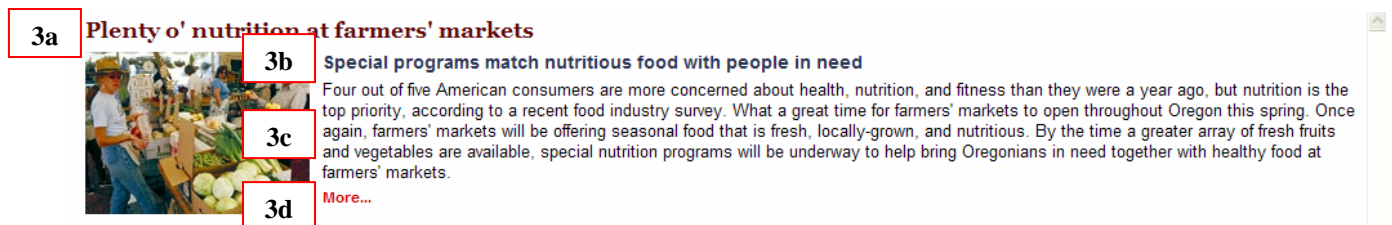
## Feature Story Specifics

Please create your feature story using the following guidelines:

1. Image
  - a. A relevant photographic image, at least 174x126 pixels in size at 72 dpi.
  - b. Larger images are preferable to allow cropping
2. Feature Story
  - a. If your agency is already using design v.3 in TeamSite, you can provide us with a link to an existing story. Provide us with the name of the mini site and the name of the popularity box. We will link to it.
  - b. If your agency is not using design v.3 in TeamSite, you will need to provide us with a link to your Web page.
3. Blurb for the home page (Oregon.gov) – see sample below
  - a. Heading <maximum characters = 80>
    - i. i.e. – “Plenty o’ nutrition at farmer’s markets”
  - b. Sub-heading <maximum characters = 75>
    - i. i.e. – “Special programs match nutritious food with people in need”
  - c. Body <recommend about 200 characters>
    - i. i.e. – “Four out of five American consumers are more concerned...”
  - d. More text <maximum characters = 70>
    - i. “More...”
    - ii. Please note, our editorial guidelines require that we do not use words like “more” or “click here”. Instead, write a short sentence or phrase that encapsulates your story.
      1. i.e. – “Farmer’s Market” or “Nutritious food sold at farmer’s market”

---

### SAMPLE



The screenshot displays a web page layout for a feature story. On the left, there is a photograph of a person at a farmers' market stall, annotated with a red box labeled '3a'. To the right of the photo is the main heading, annotated with '3b'. Below the heading is a sub-heading, annotated with '3c'. Underneath the sub-heading is a paragraph of text, annotated with '3d'. A red 'More...' link is visible at the bottom of the text block. The text of the sub-heading and the first sentence of the paragraph are: "Special programs match nutritious food with people in need" and "Four out of five American consumers are more concerned about health, nutrition, and fitness than they were a year ago, but nutrition is the top priority, according to a recent food industry survey. What a great time for farmers' markets to open throughout Oregon this spring. Once again, farmers' markets will be offering seasonal food that is fresh, locally-grown, and nutritious. By the time a greater array of fresh fruits and vegetables are available, special nutrition programs will be underway to help bring Oregonians in need together with healthy food at farmers' markets."