TO: New Intern

FROM: Jessica Jones

DATE: October 12, 2022

SUBJECT: Format of People Magazine and Ad Placement

I am writing to you to remind you of People magazine’s format. Please refer to my last memo for any additional resources for formatting and layout. As a quick reminder, the format includes:

* 14-point standard font for body text
* 36-point standard font for headings (Calibri, Times New Roman, Arial)
* Double-Spaced
* Ampersand used in title

The layout includes:

* Artwork, videos, and photos break text
* Thumbnail photo in-line with text
* All outside links are hyperlinked

In addition, advertisement placement is very important. There are no advertisements on the explore pop-up window. Advertisement layout on the front page and articles includes:

* All advertisements are labeled *advertisement* in arial 9-point font.
* A banner advertisement is displayed on a pinned header.
* After the primary four articles another bigger banner header can be placed.
* For each page on the front page a small ad can be placed in the third column.
* Each article has at least two ads in the far-right column.

If you have any questions do not hesitate to contact me at [jessicajnes00@gmail.com](mailto:jessicajnes00@gmail.com).