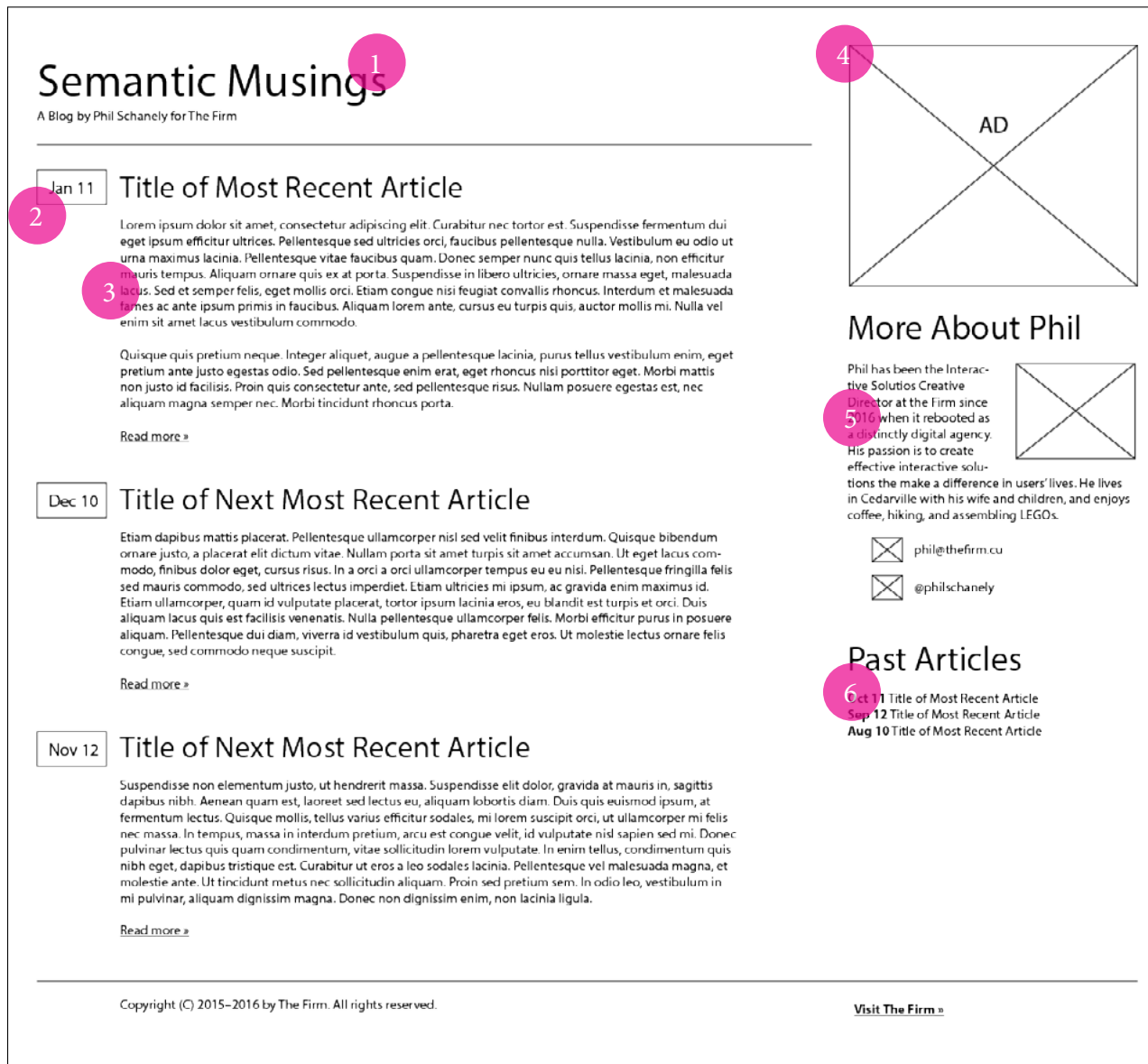


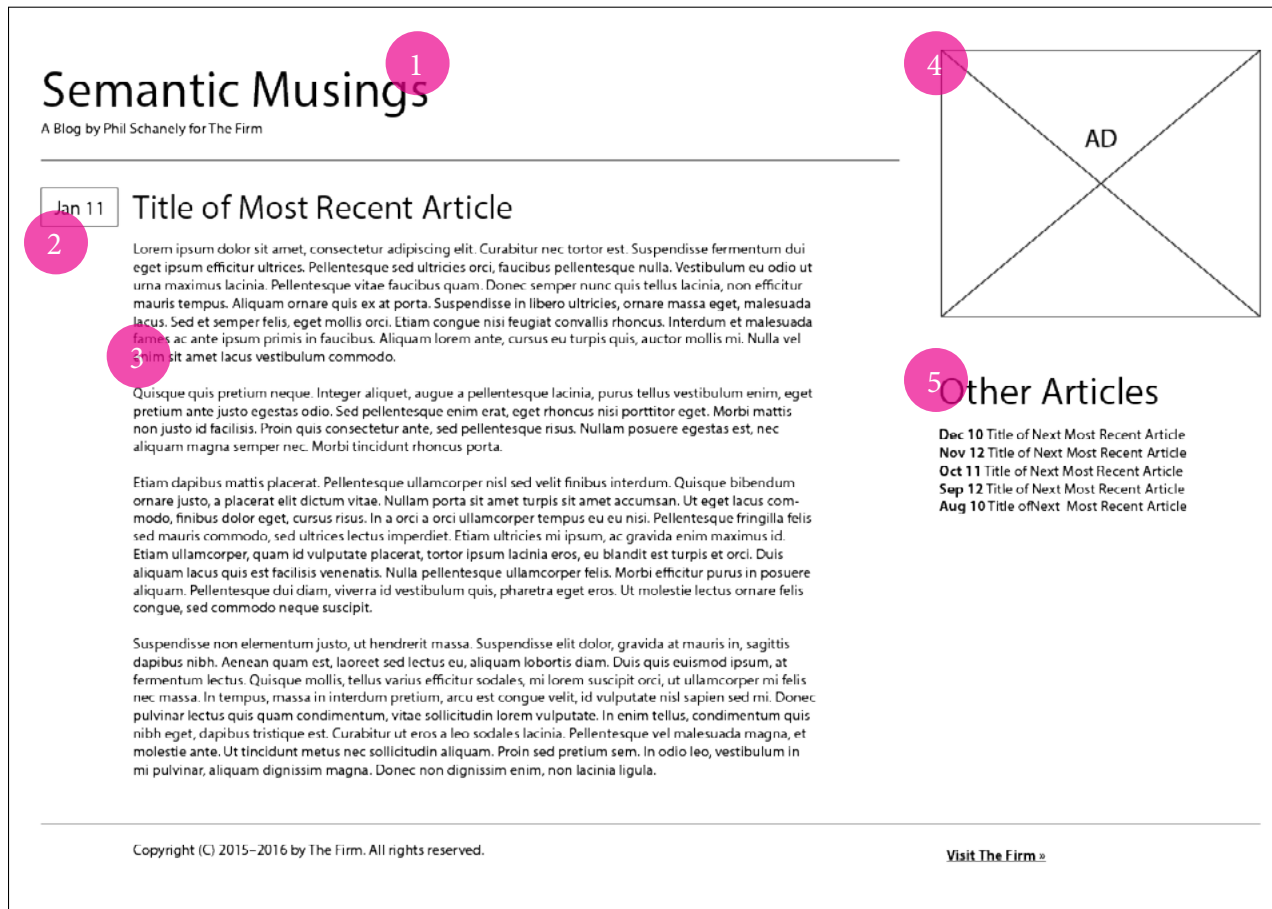
Page/Template: Home page



Required Elements:

1. Author brand
2. Date article was published
3. Short version of the article
4. Medium ad (300x250)
5. Short profile for blog author including a photo and social media/contact info
6. List of all other articles from the last year or up to the 10 most recent; whichever is less.

Page/Template: Article page



Required Elements:

1. Author brand
2. Date article was published
3. Full article content
4. Medium ad (300x250)
5. List of all other articles from the last year or up to the 10 most recent; whichever is less.