



What is SMG?

A division of Content Ventures (separate from USA TODAY Sports), dedicated to niche sports entertainment and off-platform audience development.



What does SMG do?

SMG serves Owned and Operated properties, Tentpole events, and Affiliate Partners.

SMG's focus is on engaging audiences that are passionate about a sport, league, team or a player.



Who is SMG?

SMG employs its own teams for operations, sales, marketing, product, development, and UX.

Most teams report up to Content Ventures or other appropriate management groups at Gannett.

BUSINESS

Chris Pirrone
General Manager
Los Angeles

SALES

Philip Vonthron
Director, Sports Sales
New York

AD SALES

Brett Gandel
Ad Sales
Park City / Los Angeles

Brandt Best
Ad Sales
Los Angeles

AD OPS

Felipe Vasquez
Ad Ops
Los Angeles

MARKETING

Jason Ford
VP, Sports Marketing
Los Angeles

CLIENT SOLUTIONS

Bob Schrumpt
Dir, Properties
New York

Marissa Thurman
Dir, Client Solutions
New York

Thomas DeFina
Mgr, Client Solutions
New York

EDIT

David Meeks
Managing Editor
Los Angeles

Steve Henson
Content Coach
Los Angeles

Neal Coolong
Editor, SDP
Pennsylvania

PRODUCT

Brett Krasnove
Product Director
New York

Ryan Dice
Product Manager
New York

Tom Auel
Scrum Master
Cincinnati

UX

Joe Myers
Director, UX/UI
Park City

Evan Russell
UX Designer
New York

Craig Shultz
UX Designer
Cincinnati

DEVELOPMENT

Kris Koston
Lead Developer
New York

David Parsons
Developer
New York

Tim Dunham
Developer
Pittsburgh

Eric Frazee
Developer
Orlando

Ryan Konig
Developer
Arizona

Ryan Domingue
Developer
Seattle

Tom Harrigan
Developer
?

Matthew Graham
Developer
Arizona

Matthew Zwick
Developer
?

SPECIAL TEAMS

Michael Zitman
QA
New York

John Lin
Data Engineer
New York

Kent Lee
Data Engineer
Pittsburgh



What does SMG build?

- Niche content designed around quick consumption, heavy engagement, and virality
- Deep dive special interest sites
- Special events or interactivity-rich companion engagement

Content Ventures



Owned & Operated Properties

TRAINING JUNKIE

JAGSWIRE 

VIKINGSWIRE

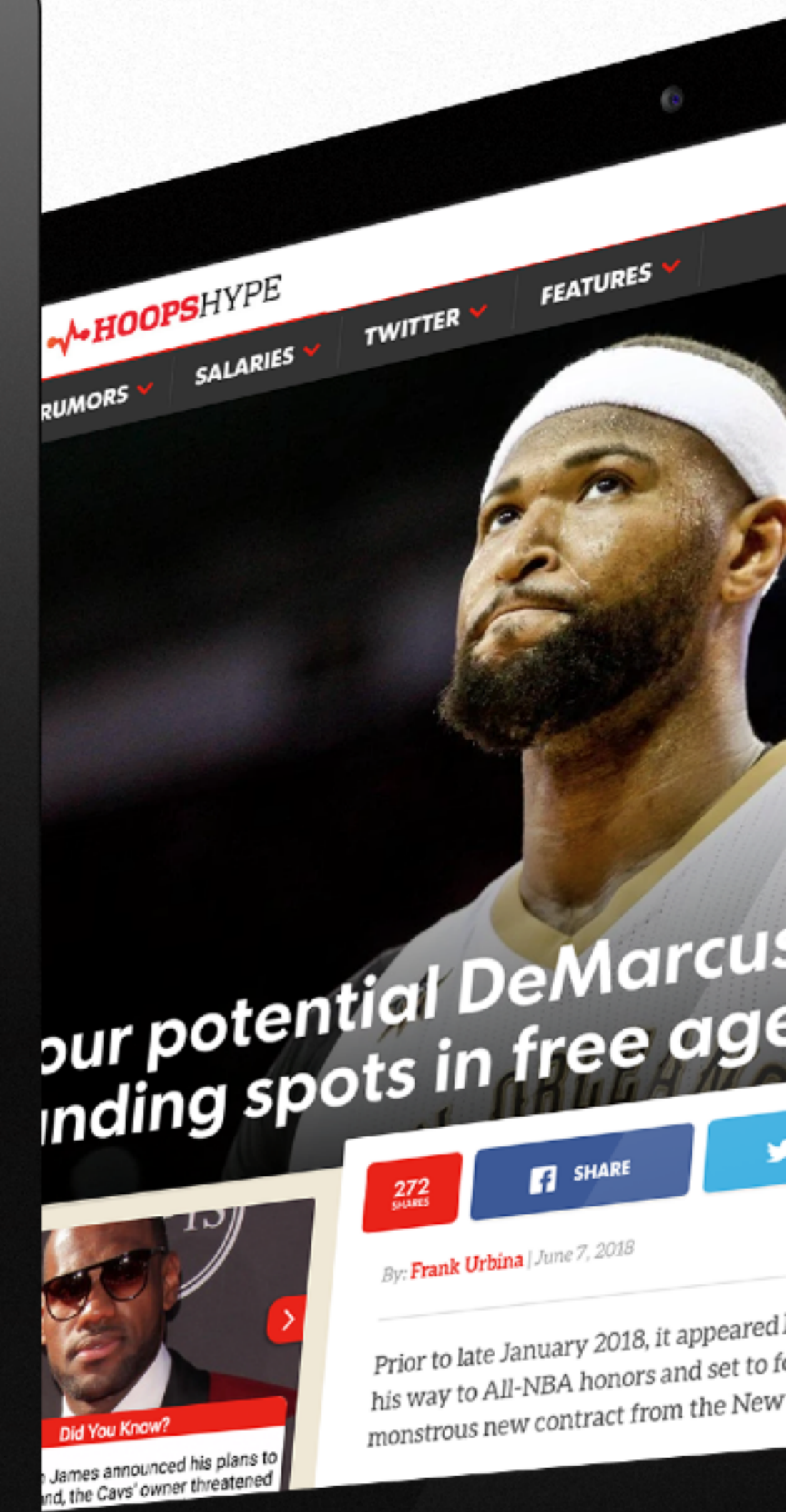
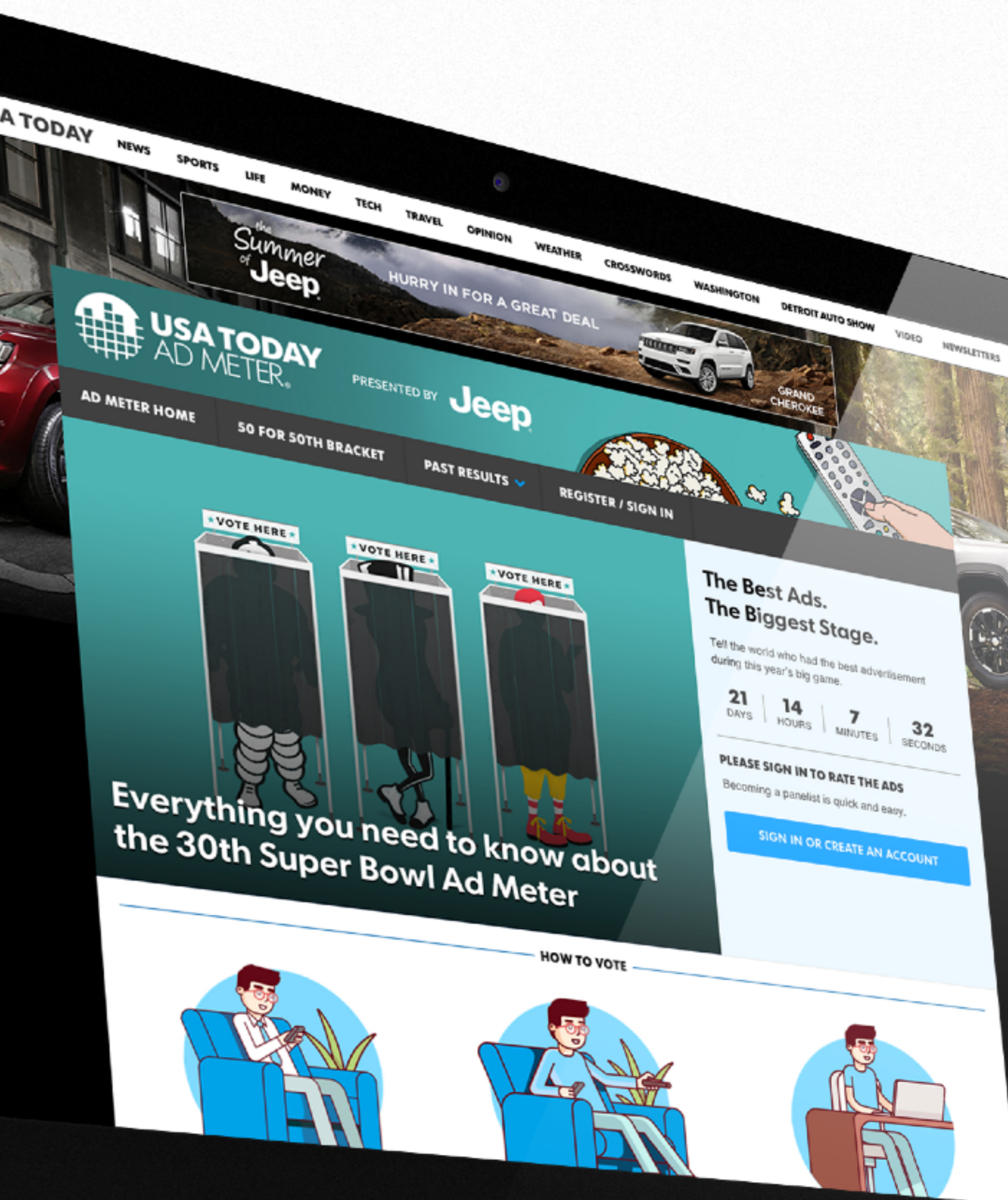
WARRIORSWIRE

SPORTSWIRE

Affiliate Partners

WVUWIRE 

Around 200 Affiliates in total





AVIS®

Official
sponsor of
sneaking in a
little golf.*

Rent a car for
two days.

We'll chip in on
a round of golf.*

BOOK NOW

* Terms and conditions apply.



Rent a car for two days.
We'll chip in on a round of golf.*

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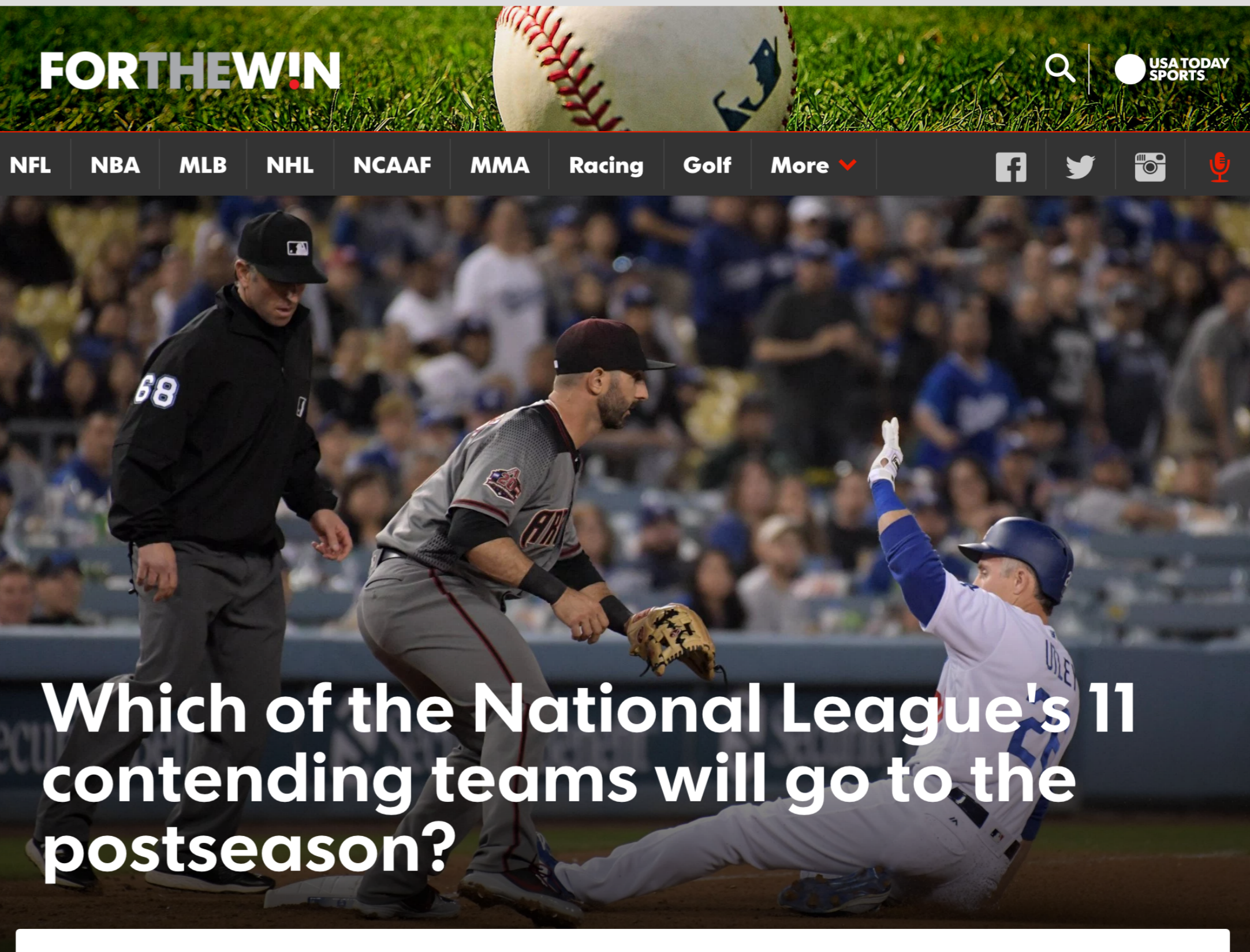
Official
sponsor of
sneaking in a
little golf.*

Rent a car for
two days.

We'll chip in on
a round of golf.*

BOOK NOW

* Terms and conditions apply.



Which of the National League's 11 contending teams will go to the postseason?

SHARE

TWEET

EMAIL

By: **Ted Berg** | August 3, 2018 3:20 pm

Like

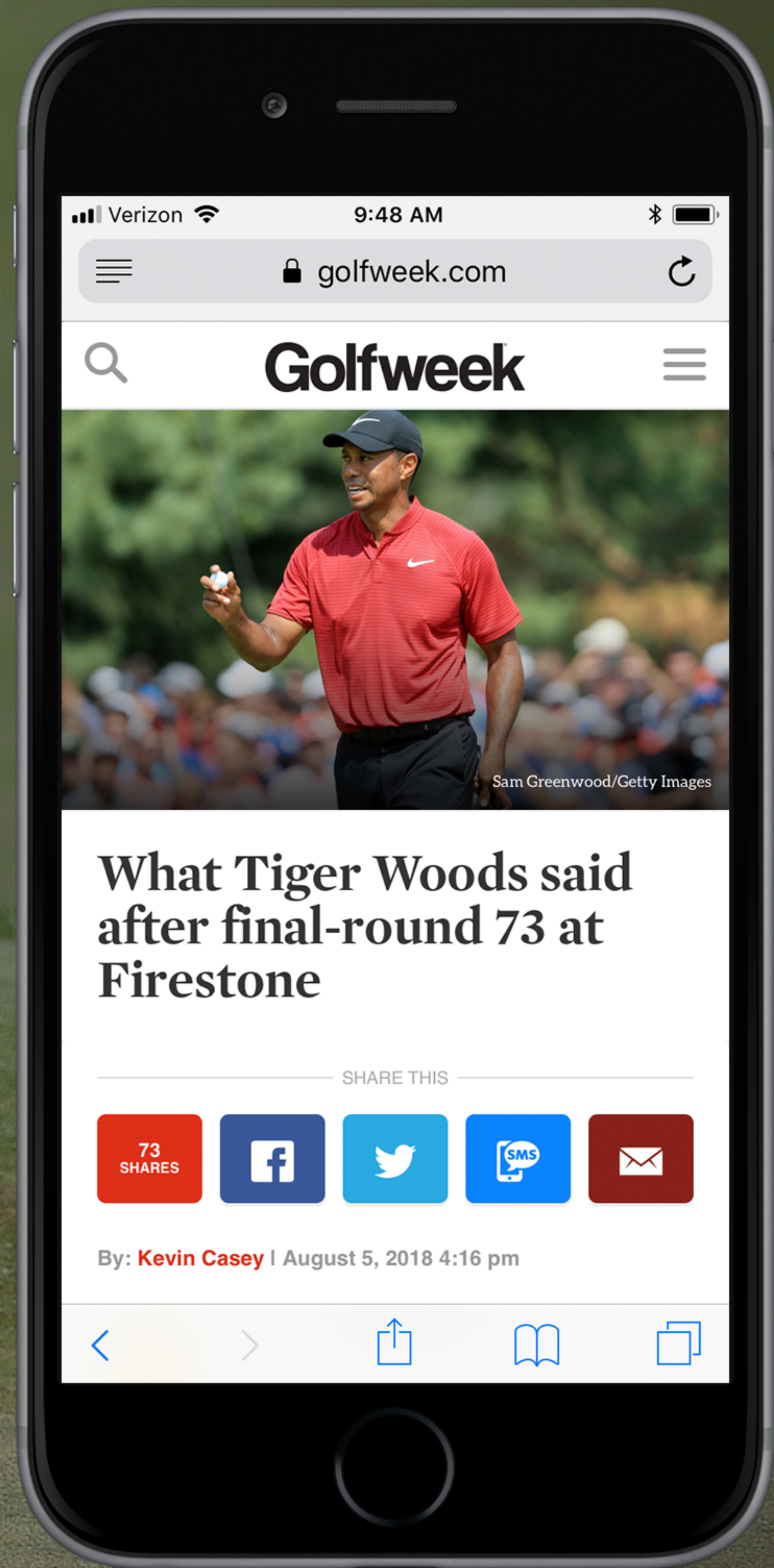
Follow @ogtedberg

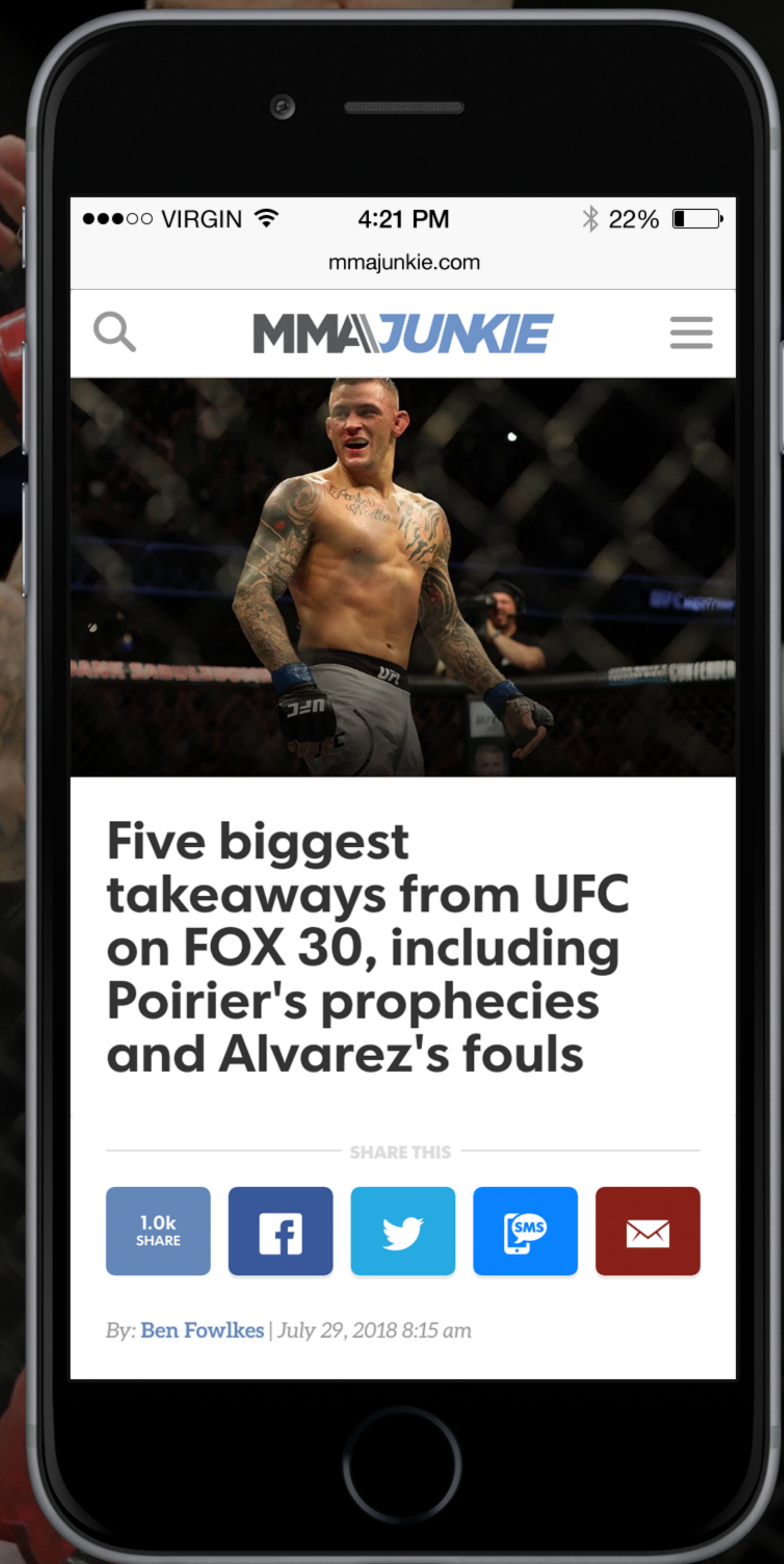
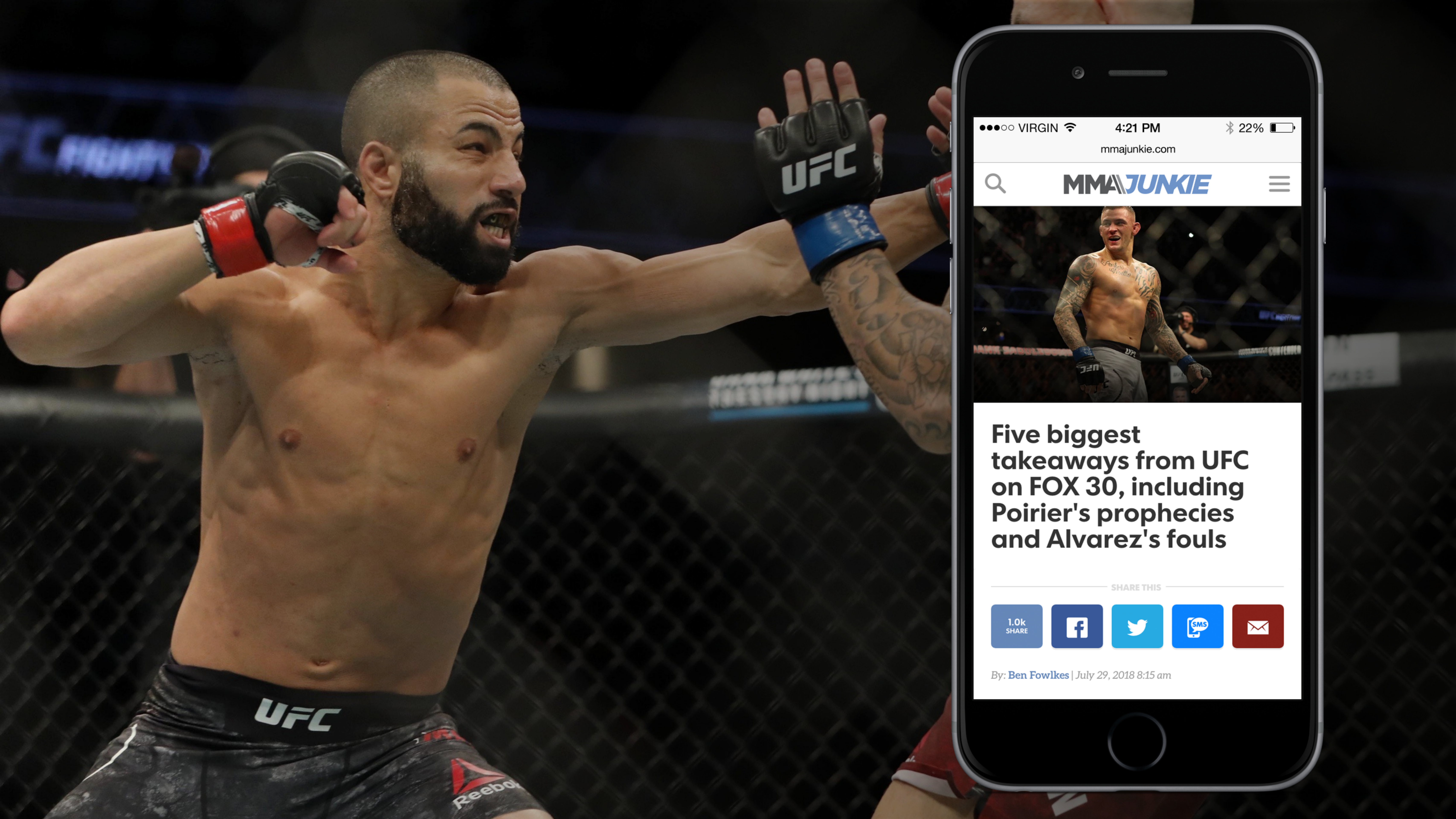
Hey! It's August, the non-waiver trade deadline has come and gone, and while the American League pennant chases look like they might **wind up historically boring** — there are really only six AL contenders for five postseason slots — the National League is jam-packed with competitive clubs. Entering play Friday, the NL features 11 clubs within five games of a pennant or a wild card, all within seven games of each other in the standings.

The Mets, Marlins, Reds and Padres will not be playing in the 2018 postseason, barring some sort of *deus ex machina* scenario. Every other National League team has at least some realistic shot at October baseball. Here's a look at the races — the three divisions and the wild cards — with my guesses as to their winners. Let's get after it, then. I'll start with the West to compensate for my East Coast bias.

NL West







●●●● VIRGIN 4:21 PM 22%

mmejunkie.com

SEARCH MMAJUNKIE



Five biggest takeaways from UFC on FOX 30, including Poirier's prophecies and Alvarez's fouls

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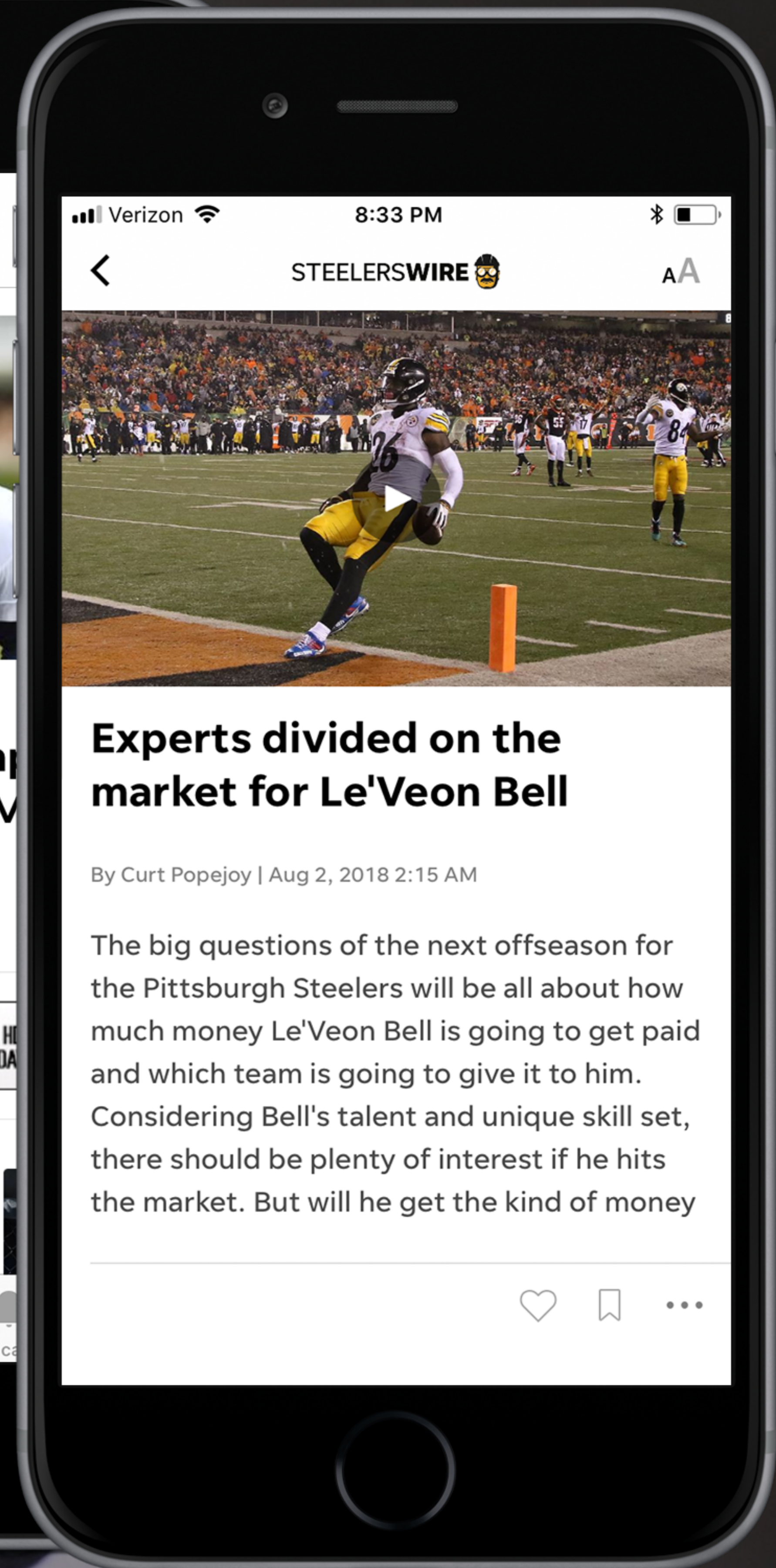
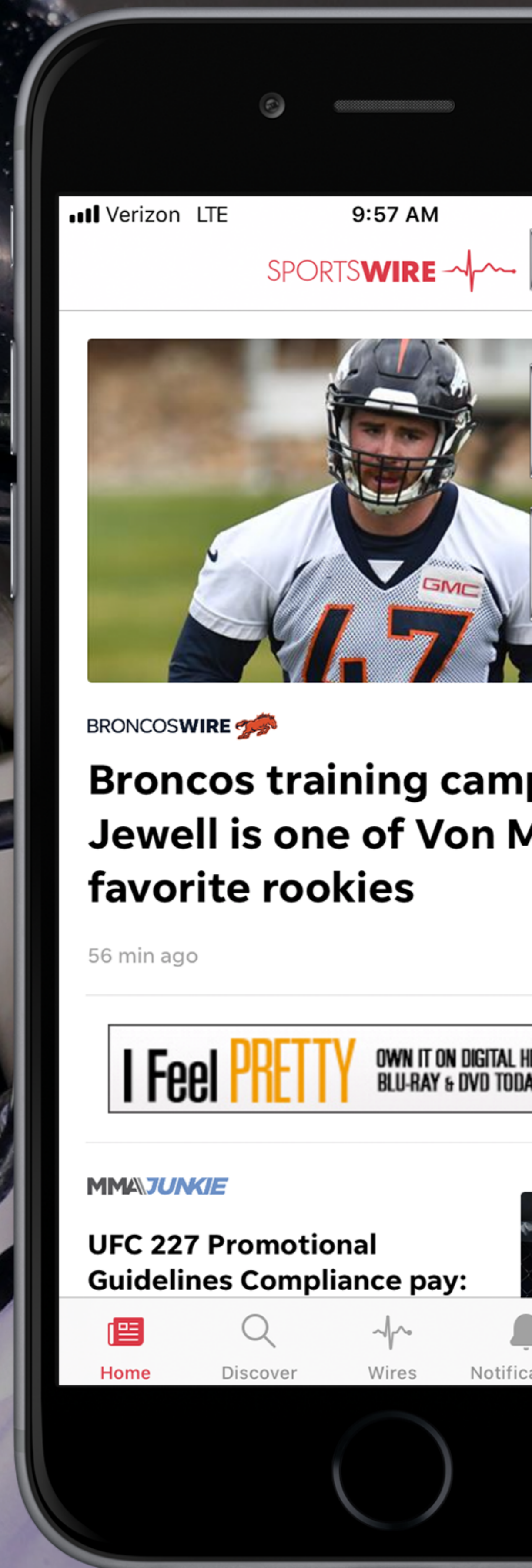
Facebook icon

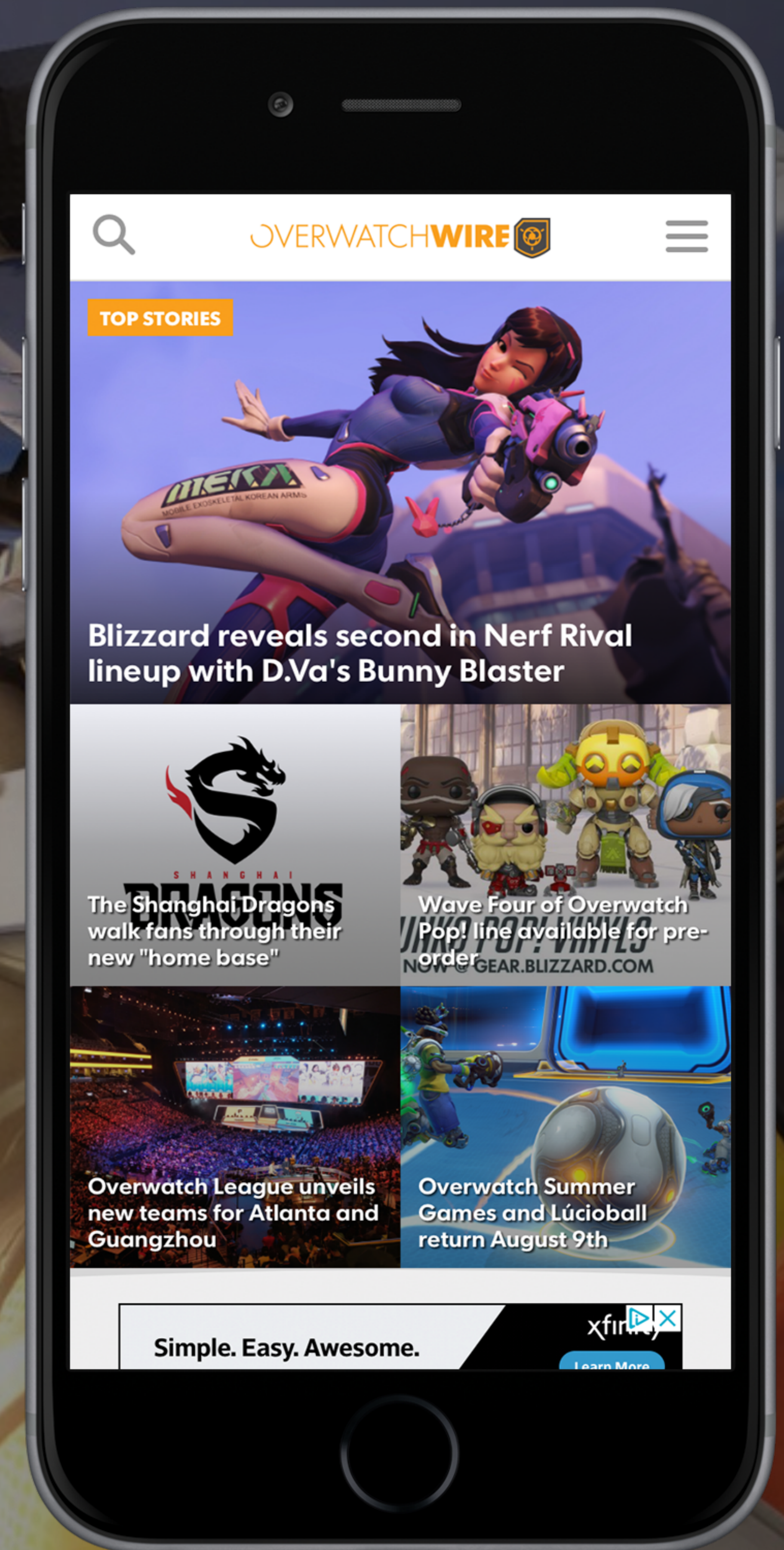
Twitter icon

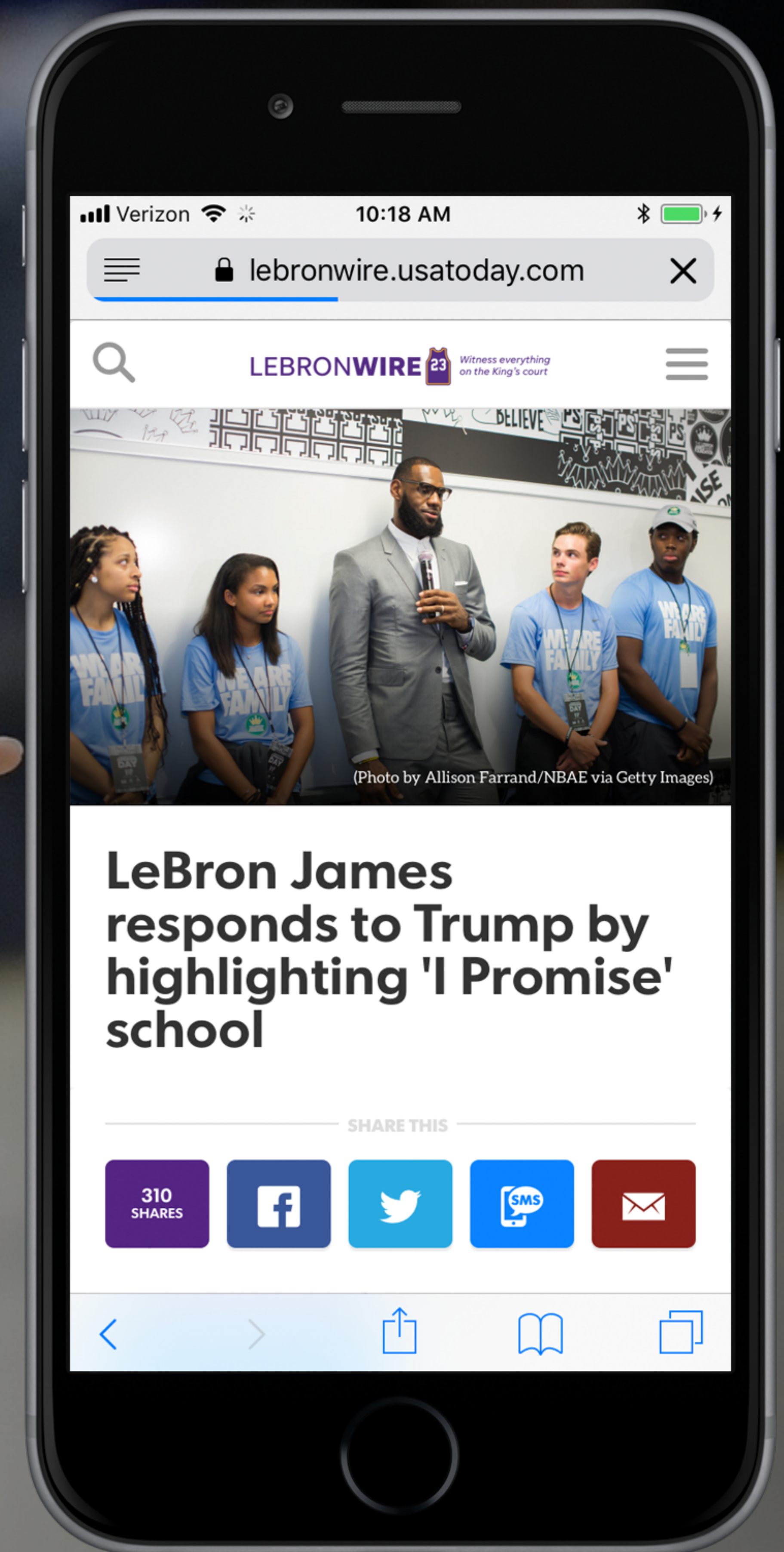
SMS icon

Email icon

By: Ben Fowlkes | July 29, 2018 8:15 am







2017 Kia Forte



"...the Forte's high-tech features are well-designed and easy to use." - Edmunds

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AD METER HOME

50 FOR 50TH BRACKET

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Rate the ads

Key: 1 2 3 4 5 6 7 8 9 10
poor good excellent

All

1st

2nd

Half

3rd

4th

OR

Watch by advertiser



3 new ads posted

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Lost Dog

1

2

3

4

5

6

7

8

9

10



HYUNDAI

First Date

1

2

3

4

5

6

7

8

9

10

PANELIST PROGRESS

Hello, Ephraim.



You have rated 51% of the available ads and 35% of the total ads. Keep up the good work! More ads will be available shortly. Voting closes shortly after regulation.



1ST QUARTER

7 of 7 completed



2ND QUARTER

3 of 9 completed



HALFTIME

8 of 12 completed



3RD QUARTER

0 of 0 completed



4TH QUARTER

0 of 0 completed

SIGN OUT

2017 Kia Forte

"It has plenty to offer along with a very reasonable price..." - Edmunds



LEARN MORE

MOST POPULAR

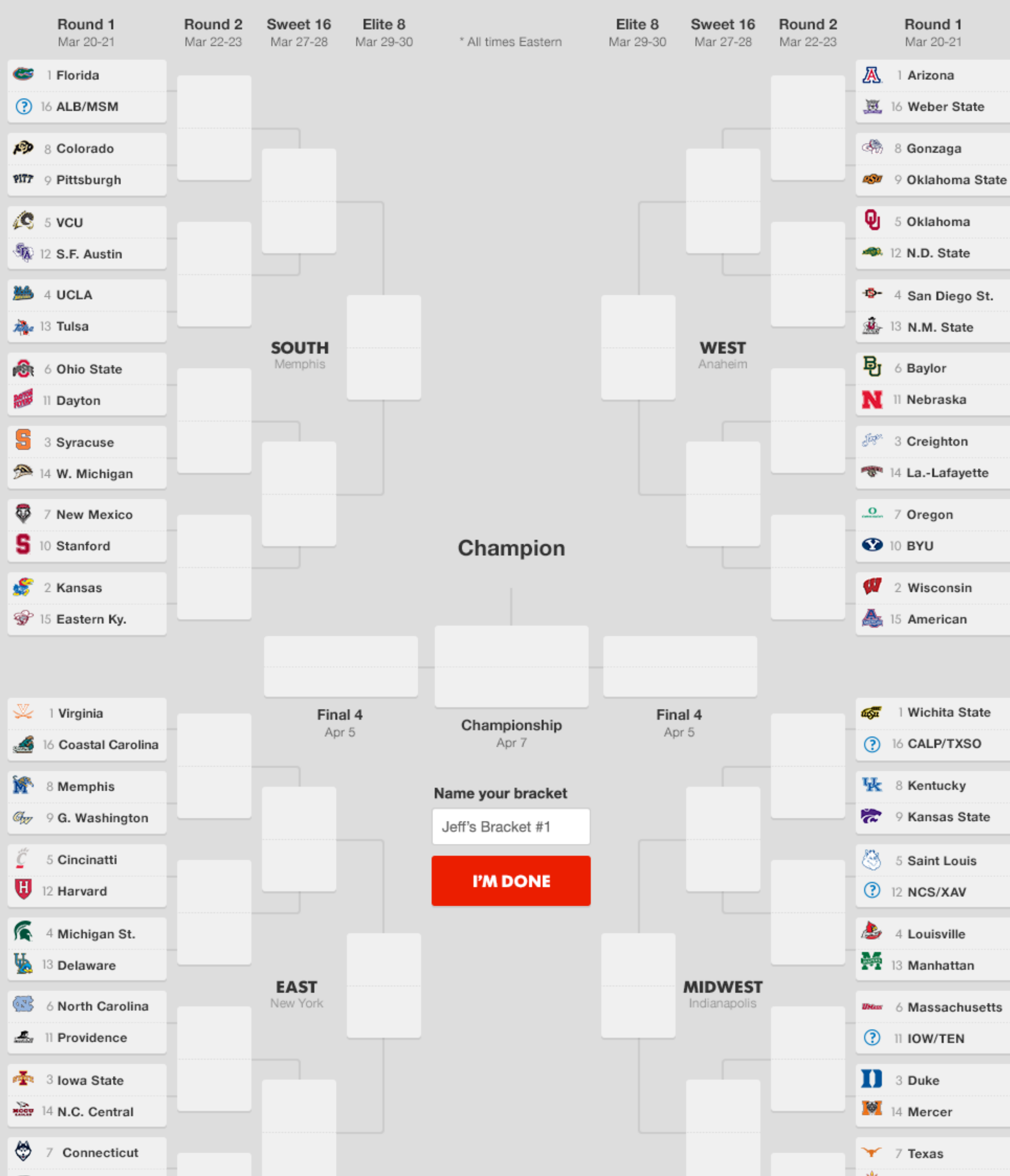


The 5 best Super Bowl 50 commercials on Ad Meter
February 7, 2016



The 10 best Super Bowl XLIX commercials, according to Ad Meter
February 1, 2015






A banner for the USA Today Sports Bracket Challenge. The top section is dark with the USA Today Sports logo (a red circle and the text 'USA TODAY SPORTS') on the left and a hamburger menu icon on the right. Below this, the words 'BRACKET' and 'CHALLENGE' are written in large white letters, separated by a basketball icon. The bottom section is a dark red navigation bar with white text for 'HOME', 'YOUR DASHBOARD', and 'MEN'S TOURNAMENTS', followed by a double arrow icon.



**SEE YOU
TOMORROW.**

WELCOME **JEFF MAY** | **DASHBOARD** 

My Office Bracket

89 Points of 160	45 Correct of 63	202 Points Remaining	WIS Projected Champion
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Pools





Accounting Department March Madness Pool
Rank: 3 of 20

USA TODAY Sports Overall
Rank: 45 of 21,897


SOUTH	WEST	EAST	MIDWEST	FINAL ROUNDS
Round 2 Mar 20-21		Round 3 Mar 22-23		Sweet 16 Mar 27-28
1 Florida				
16 Albany			UF	
8 Colorado			COL	
9 Pittsburgh			PITT	COL
5 VCU				UCLA
12 S.F. Austin			SFA	
4 UCLA			UCLA	
13 Tulsa				
6 Ohio State			DAY	
11 Dayton			OSU	
3 Syracuse			SYR	
14 W. Michigan				SYR
7 New Mexico			STAN	KAN
10 Stanford			NM	
2 Kansas			KAN	
15 Eastern Ky.				

SOUTH
Memphis

NEXT >

Opening Round			
March 18-19			
	16	Albany	71
		Final South	
	16	Mt. St. Mary	64
	12	NC State	74
		Final Midwest	
	12	Xavier	59

 **SEE YOU TOMORROW.**

WELCOME **JEFF MAY** | **DASHBOARD** 

My Office Bracket

89 Points of 160	45 Correct of 63	202 Points Remaining	WIS Projected Champion
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



Pools

Accounting Department March Madness Pool
Rank: 3 of 20

USA TODAY Sports Overall
Rank: 45 of 21,897

SOUTH	WEST	EAST	MIDWEST	FINAL ROUNDS
Elite 8 Mar 29-30	Final 4 Apr 5	Final Apr 7		


The diagram illustrates a tournament bracket with four regions: SOUTH, WEST, EAST, and MIDWEST. The final rounds are shown on the right. The bracket starts with four teams in the South region: COL (red) and KAN (green) in the top half, and MSU and UCON in the bottom half. In the West region, COL (red) and UCON (green) are in the top half, and AZ and WIS in the bottom half. In the East region, WIS and KY are in the top half, and KY and MI are in the bottom half. In the Midwest region, CON (Huskies) and WIS (W) are in the top half. The final round shows CON (Huskies) as the Champion, with a Connecticut Huskies logo and the word 'Connecticut' below it.

Opening Round			
March 18-19			
	16	Albany	71
Final South			
	16	Mt. St. Mary	64
	12	NC State	74
Final Midwest			
	12	Xavier	59

A banner for the USA TODAY SPORTS Bracket Challenge. The top section is dark grey with the USA TODAY SPORTS logo (a red circle) and the text "USA TODAY SPORTS" in white. To the right is a white hamburger menu icon. The middle section has a brown background with the text "BRACKET CHALLENGE" in white, with a basketball icon between the words. The bottom section is a dark red navigation bar with white text for "HOME", "YOUR DASHBOARD", and "MEN'S TOURNAMENTS", followed by a white double arrow icon.



**SEE YOU
TOMORROW.**

WELCOME **JEFF MAY** | **DASHBOARD** 

My Office Bracket

89 Points of 160	45 Correct of 63	202 Points Remaining	WIS Projected Champion
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Pools

Accounting Department March Madness Pool





Rank: 3 of 20

USA TODAY Sports Overall

Rank: 45 of 21,897

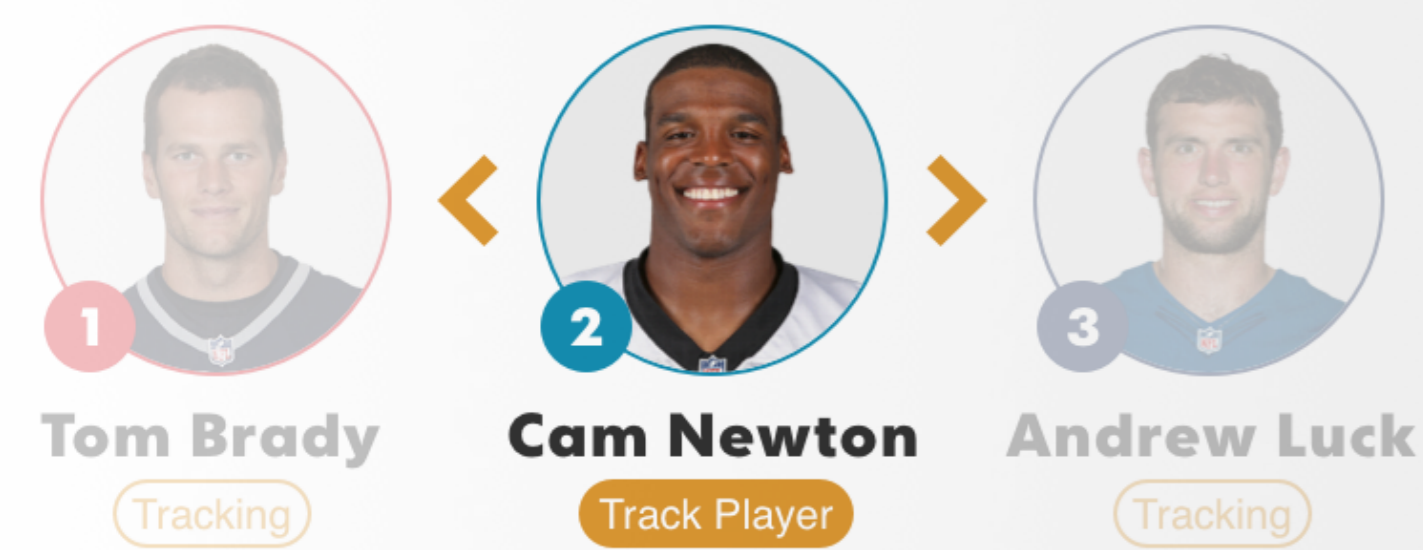
SOUTH	WEST	EAST	MIDWEST	FINAL ROUNDS
Elite 8 Mar 29-30 UF GOL KAN MSU UCON LOU AZ WIS KY MI UND	Final 4 Apr 5 UF GOL UCON WIS KY	Final Apr 7 UF GON WIS	Champion  Connecticut Wisconsin	

BACK TO BRACKETS

Opening Round			
March 18-19			
	16	Albany	71
		Final South	
	16	Mt. St. Mary	64
	12	NC State	74
		Final Midwest	
	12	Xavier	59

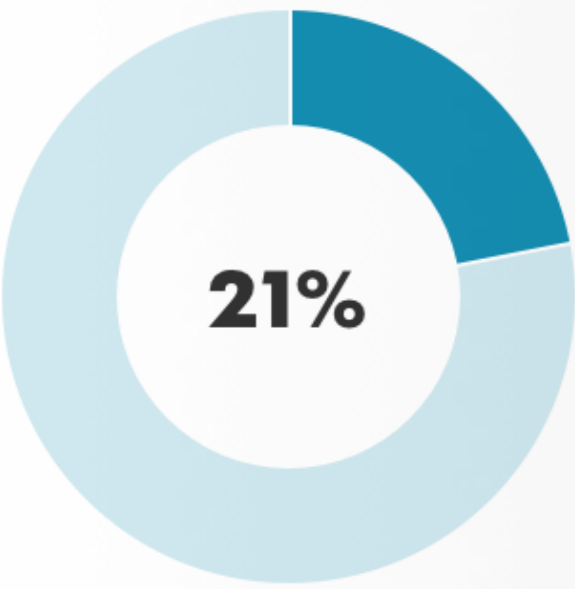
Player Page Toggle

A method for navigating between players by rank and showing context.



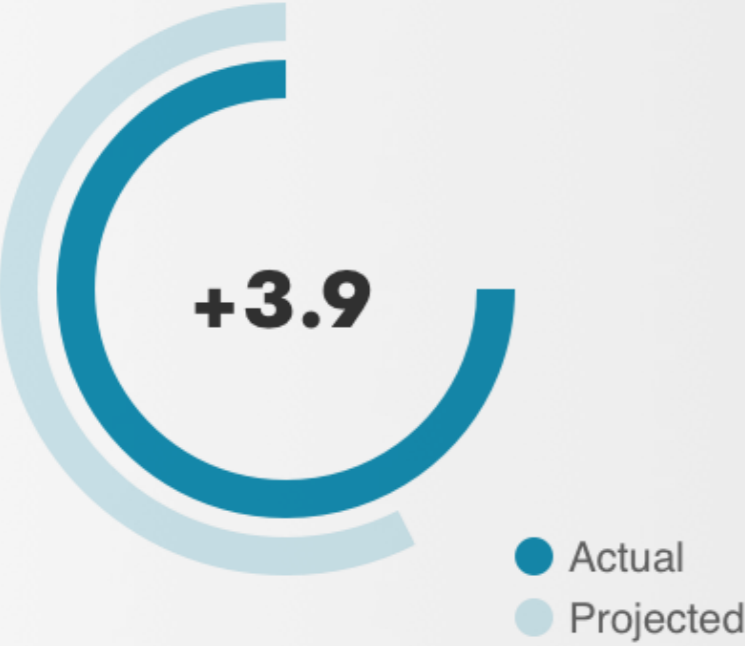
Risk Factor

Percentage of games player was unavailable to play while under contract.



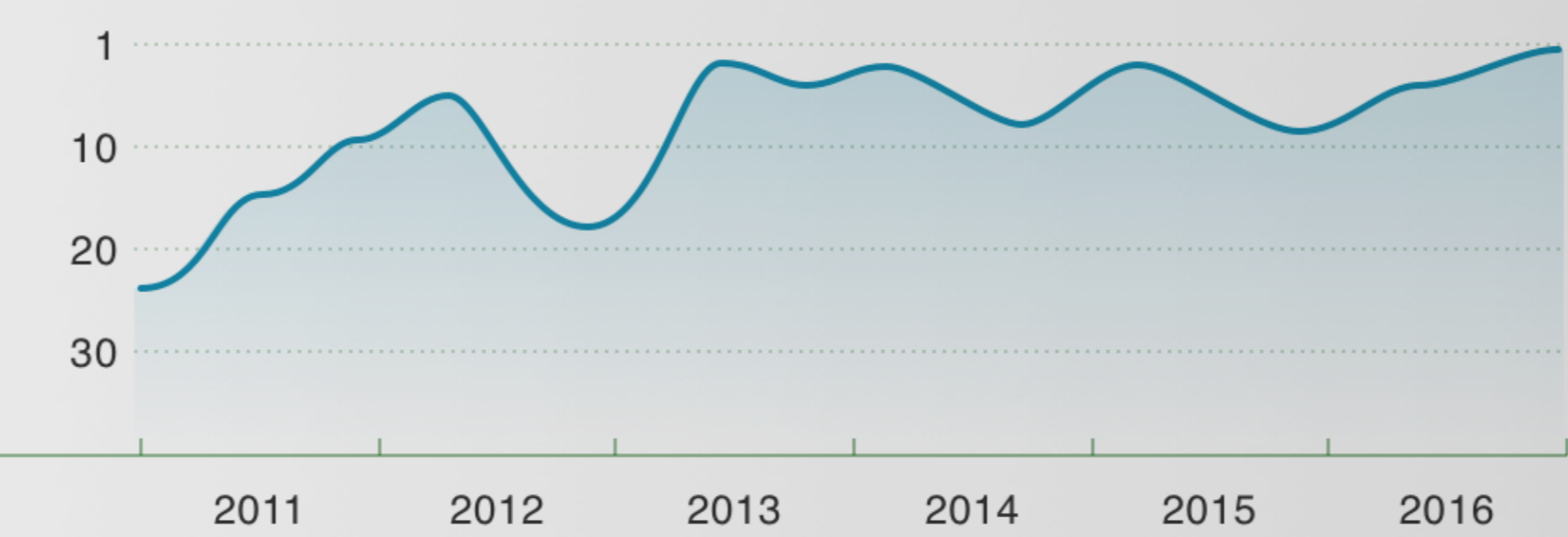
Avg FFPTs vs. Projected

Average Fantasy Points player accumulated per week vs. projected point production.



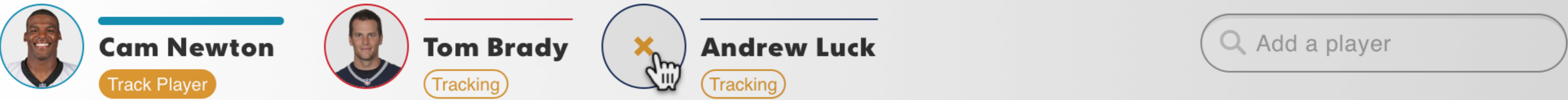
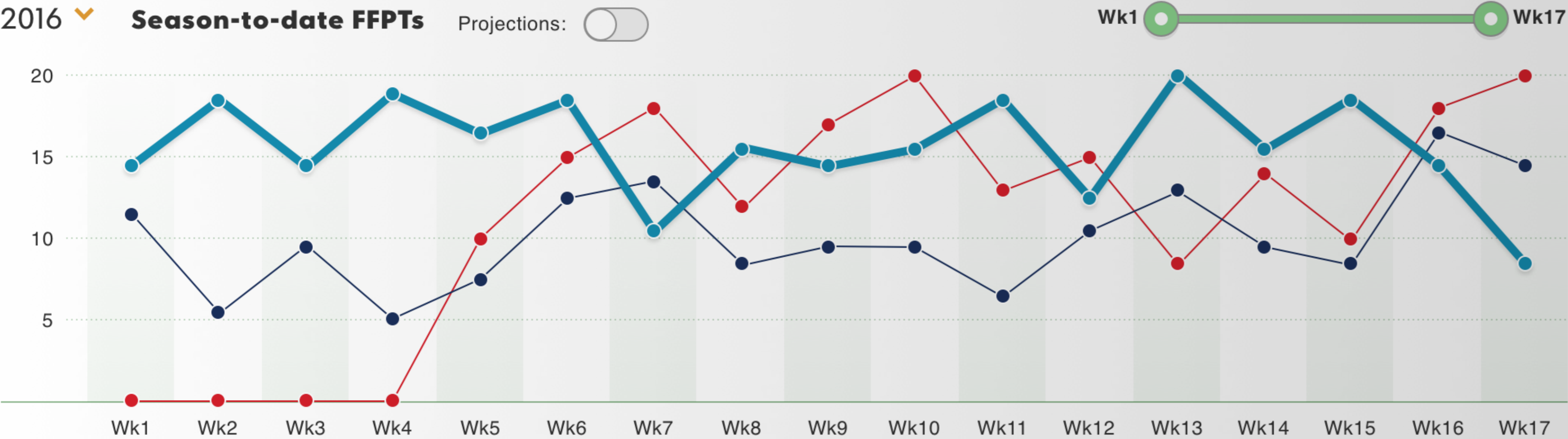
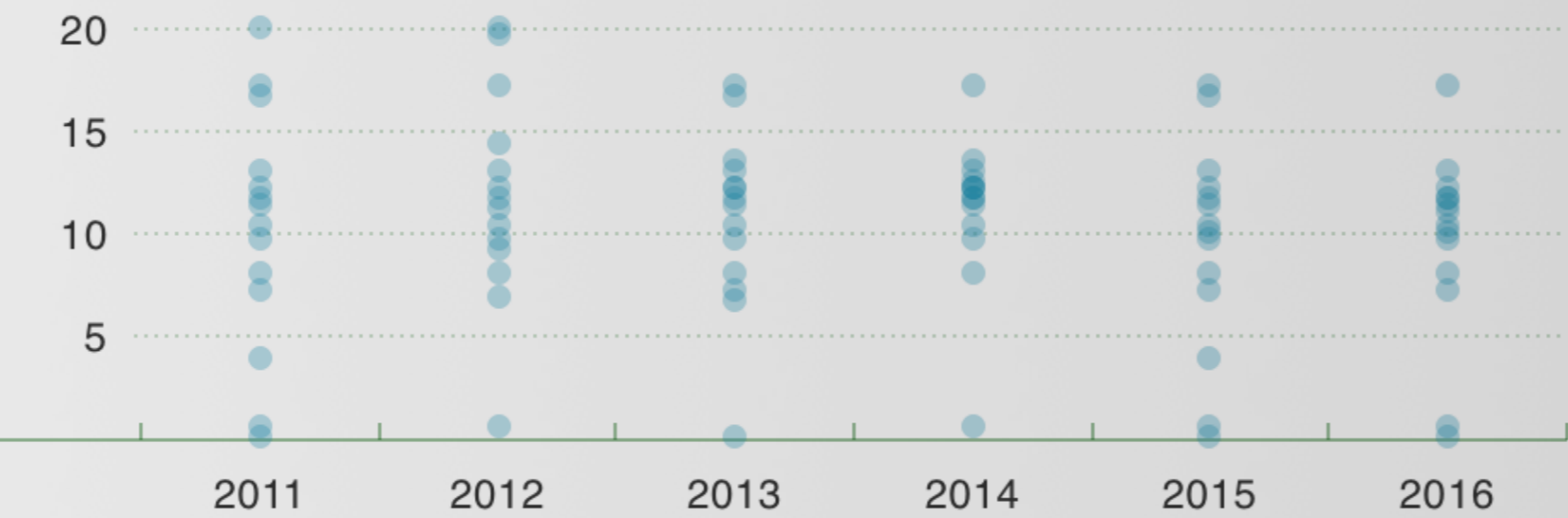
Career Hype Meter

Player rank by position over NFL Career



Career Variance

Range of week-to-week production showing a player's point consistency or volatility



2016

20

15

10

5



THEHUDDLE

Quick Links: Cheat Sheets Player Rankings/Projection

Carolina Panthers

Carolina Panthers

NFC South (1st) | 15-1-0

AVG PTS

23.1

Rank: 15th

AVG YDS

343.7

Rank: 19th

AVG PYDS

230.3

Rank: 21st

AVG RYDS

113.4

Rank: 10th

PLAYERS TO WATCH

Upside

Downside

Cam Newton

QB | PANTHERS

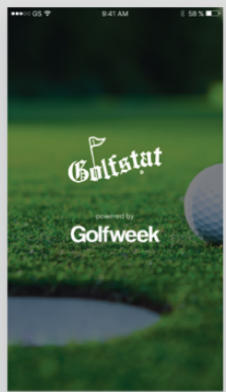
Track Player

FF Pts

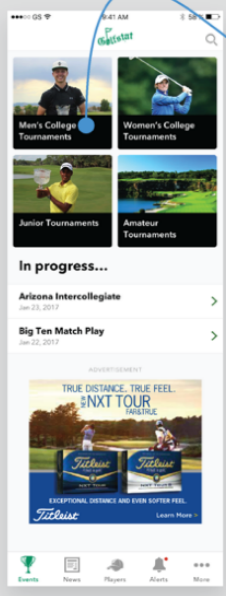
Pos Avg

36

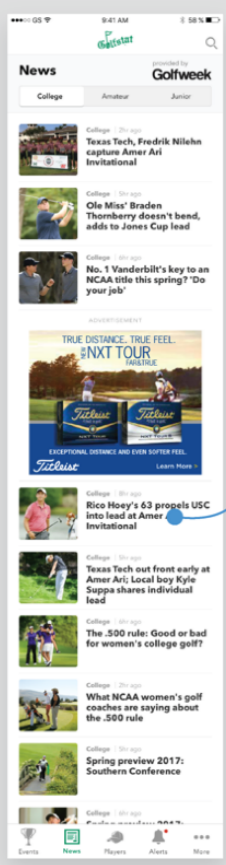
31



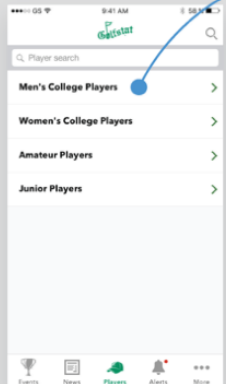
Splash Page
Simple branding and basic, dark image with content loads.



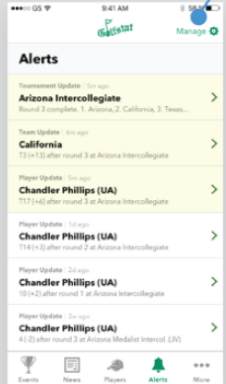
Landing Page
Tournament categories as well as tournaments in progress.



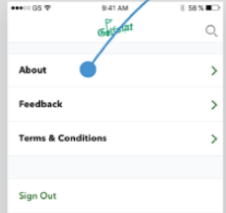
News
News list categorized by Golfweek, listed by College, Amateur, and Junior.



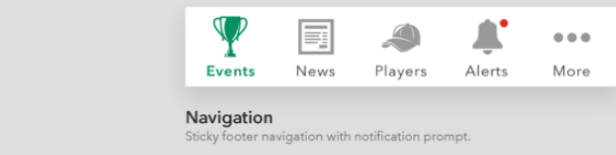
Players
A place to drill down on individual players.



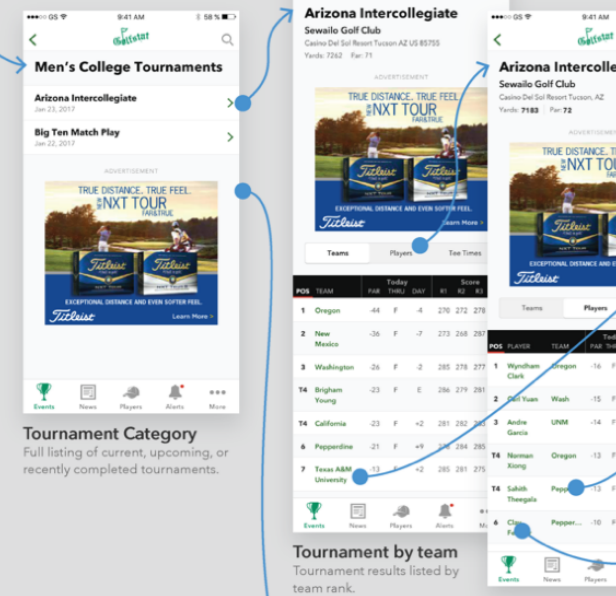
Alerts
A listing of alerts you've received. New alerts are indicated in large before fading to white after several seconds.



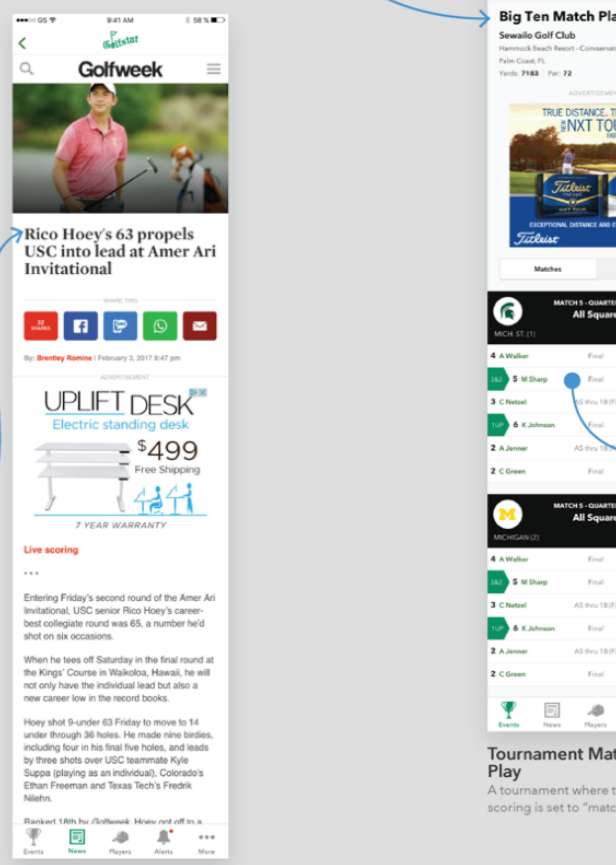
About
About this app



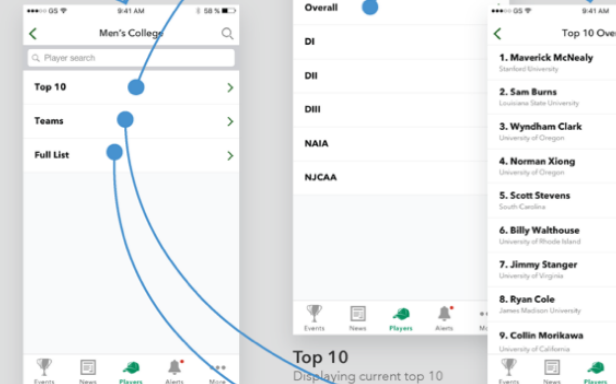
Navigation
Sticky bottom navigation with notification prompts.



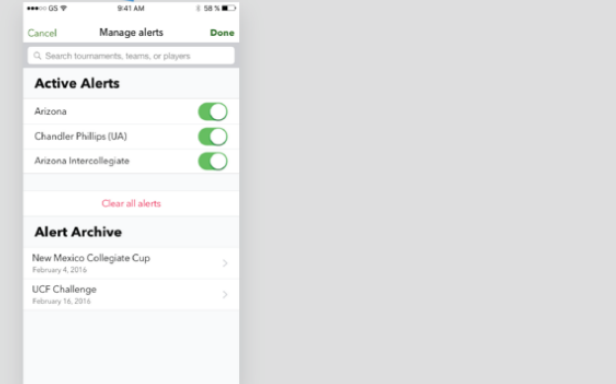
Men's College Tournaments



Article
A heavily formatted view of a Golfweek post.



Category
Ways of grouping players in context.



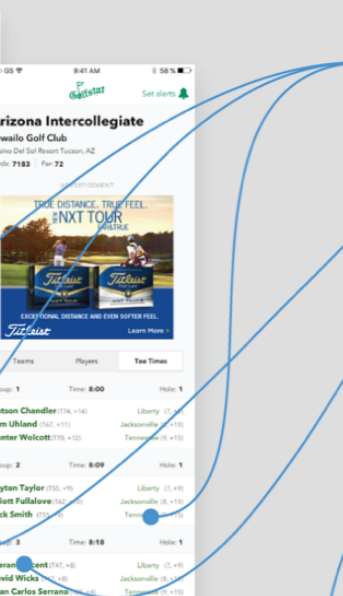
Manage alerts
Turn off alerts you've set or search for new alerts to set.



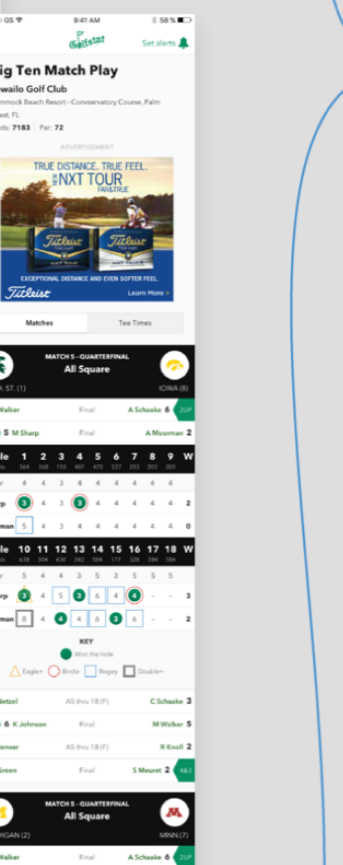
Search Arizona Intercollegiate



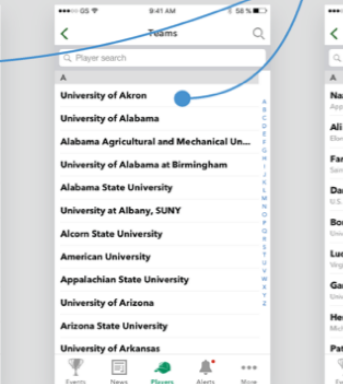
Arizona Intercollegiate
Request notifications about tournament results after each round or at the end of the tournament.



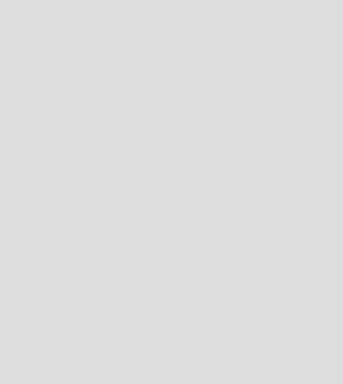
Tournament Alerts



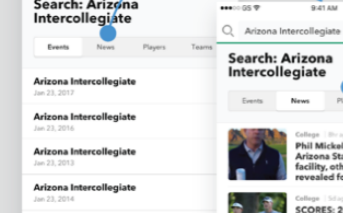
Team Alerts



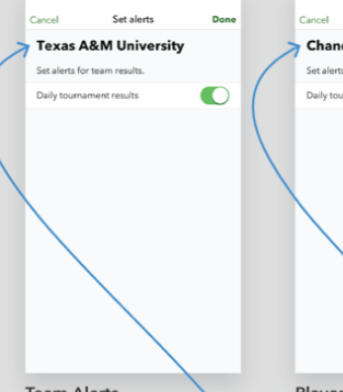
Player Alerts



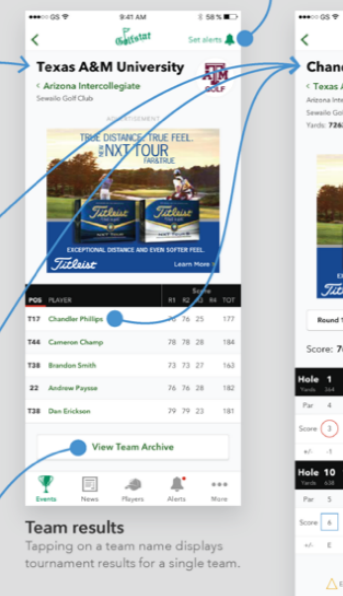
Team results
Tapping on a team name displays tournament results for a single team.



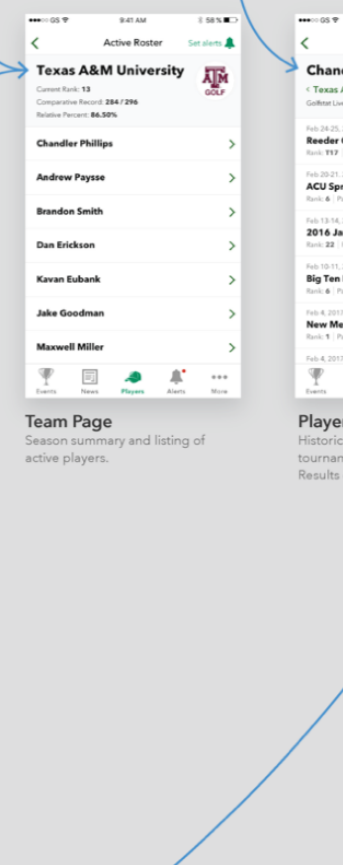
Player results
Tapping on a player displays the player's tournament results.



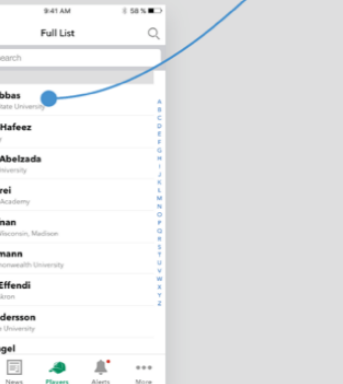
Texas A&M University



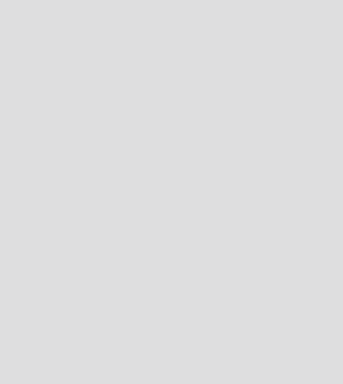
Chandler Phillips



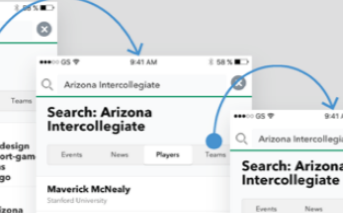
Team Page
Season summary and listing of active players.



Player Archive
Historical list of a player's recorded tournament results (Golfstat Live Results only).



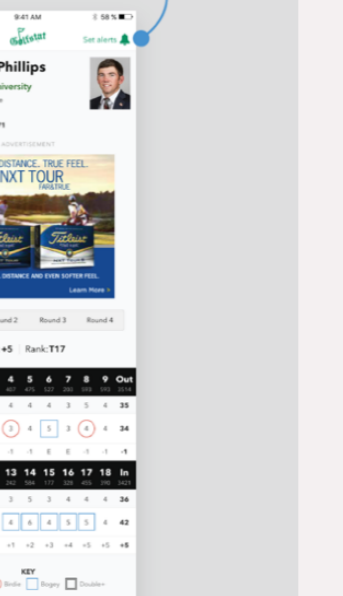
Match Play expanded
Tapping on a player match expands the results down to display tournament results.



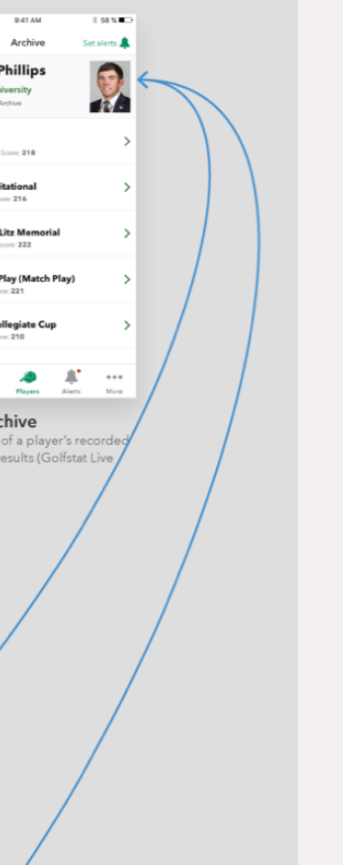
Top 10 Overall
Current top 10 players overall in the country.



Arizona Intercollegiate



Texas A&M University



Chandler Phillips



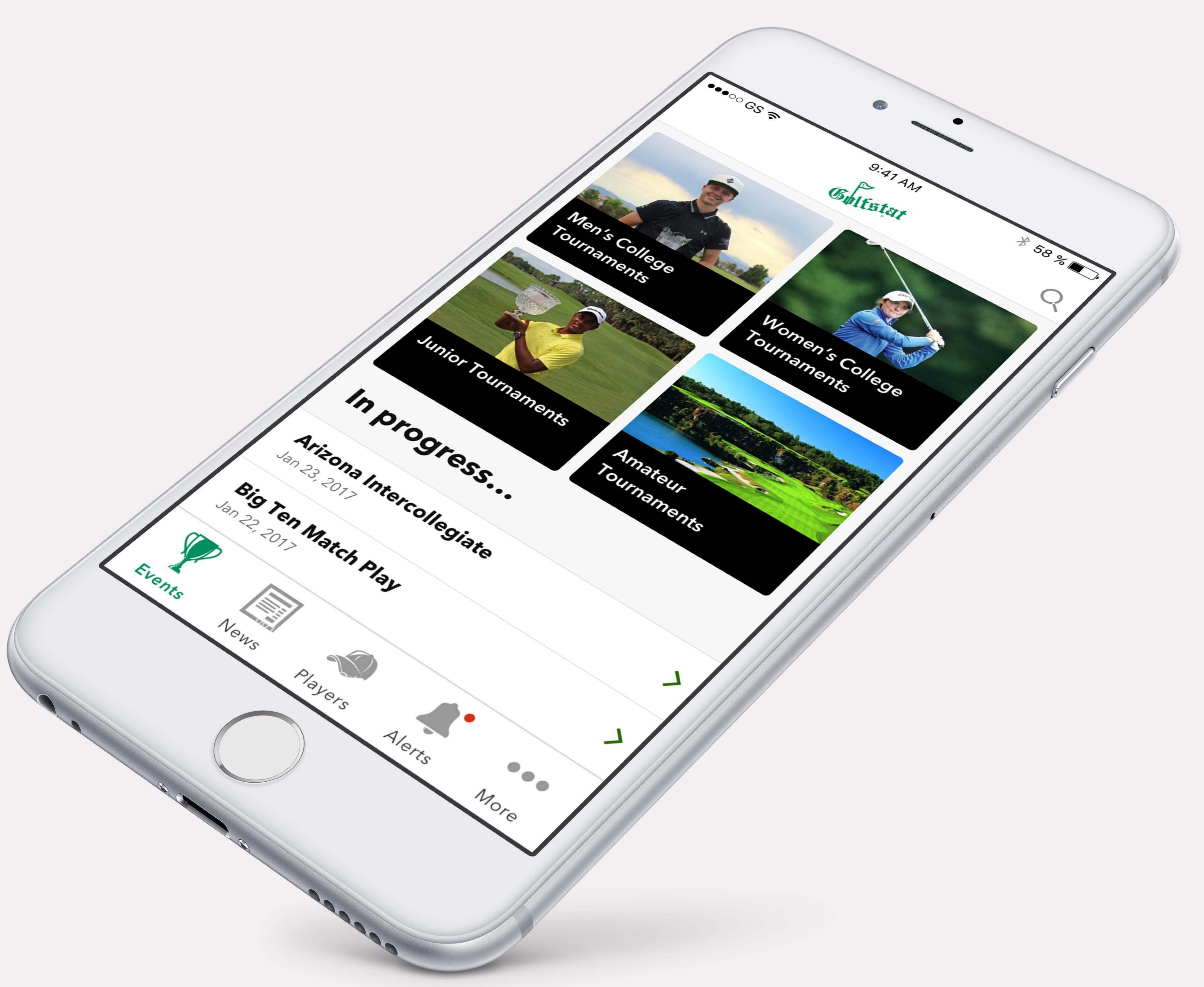
Team Page



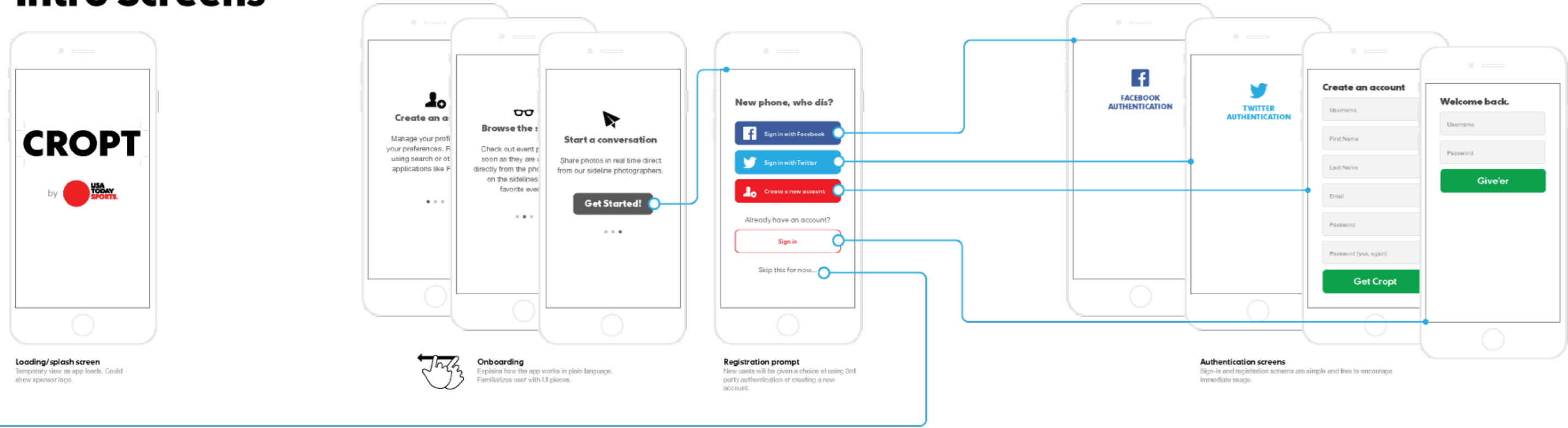
Player Archive



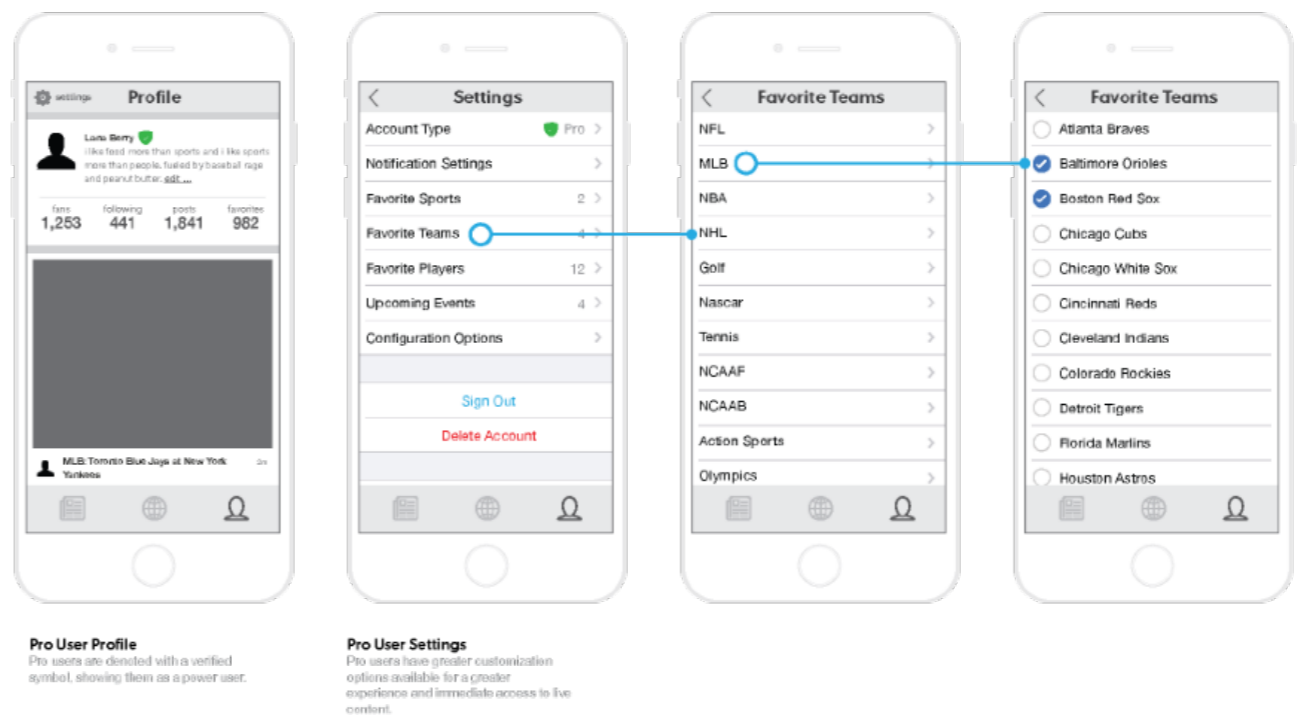
Match Play expanded



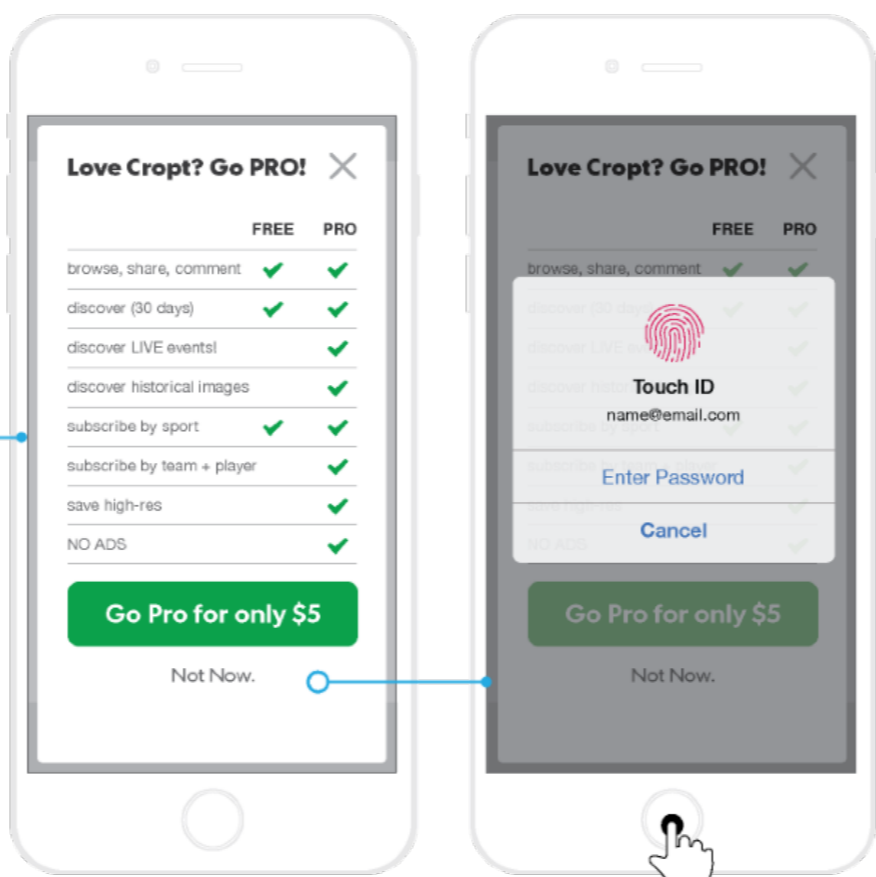
Intro Screens



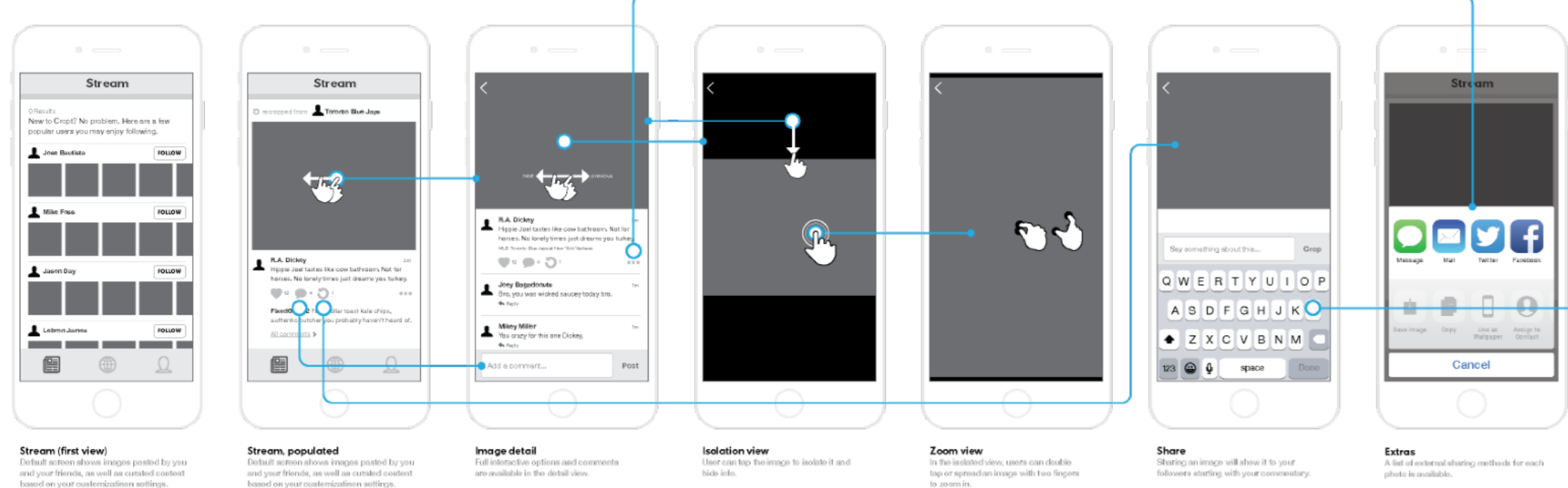
Pro Accounts



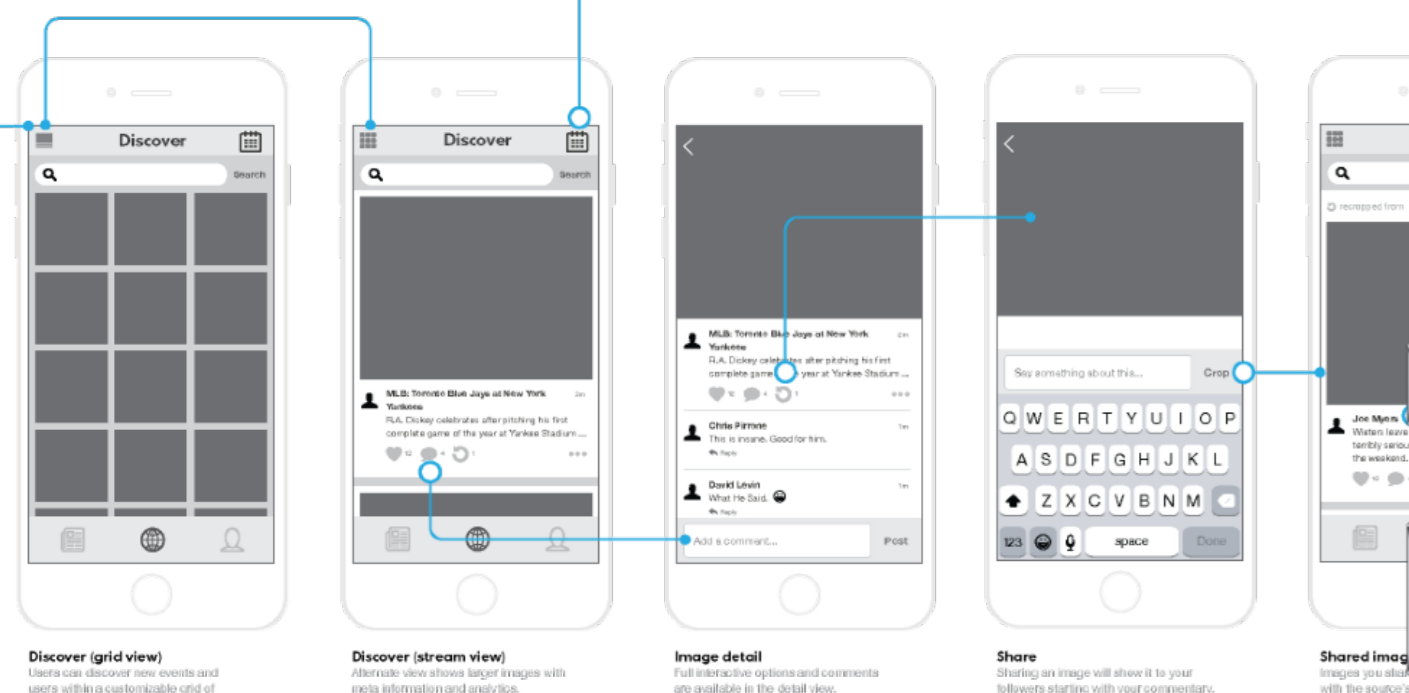
Paywall



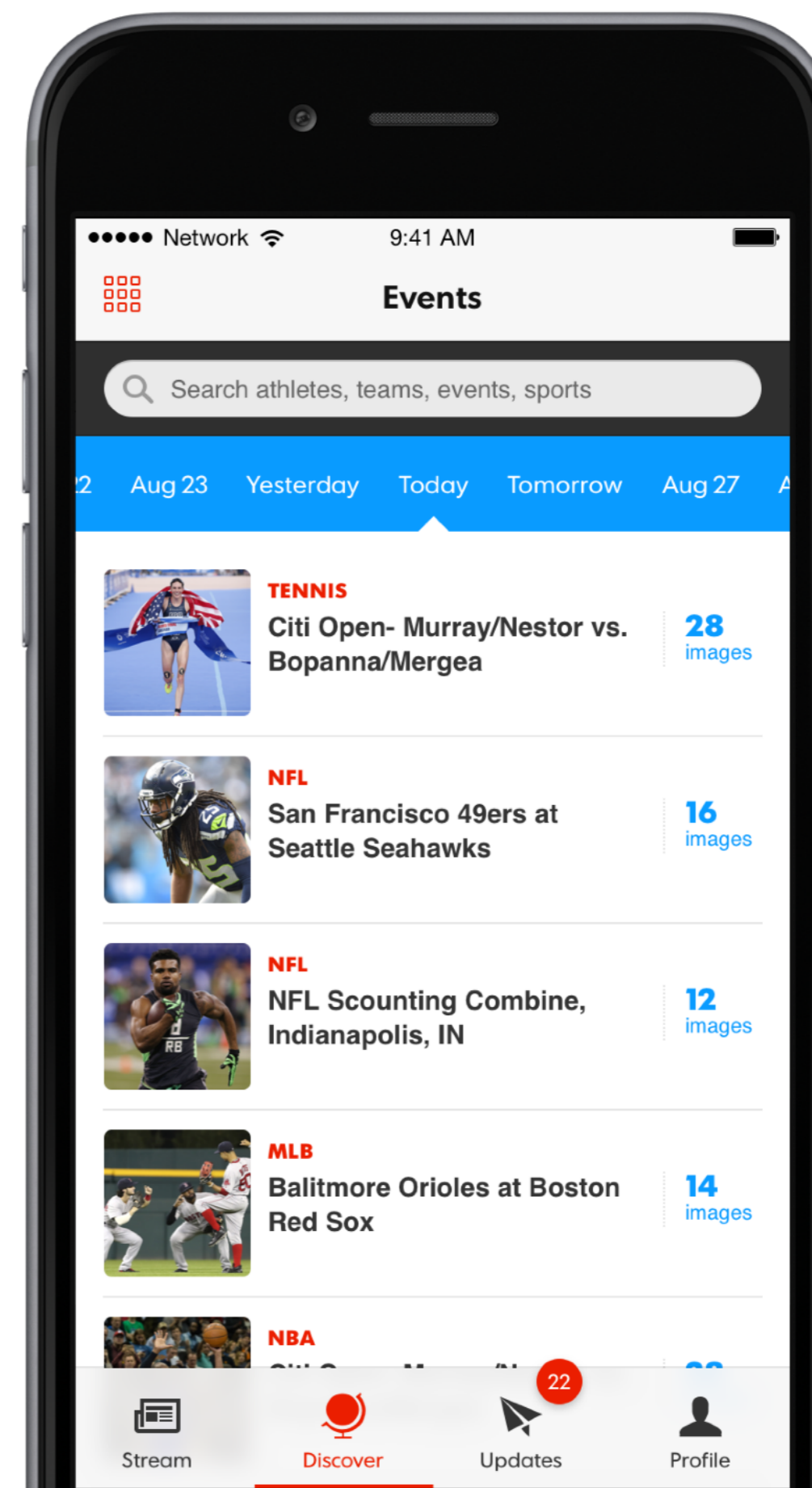
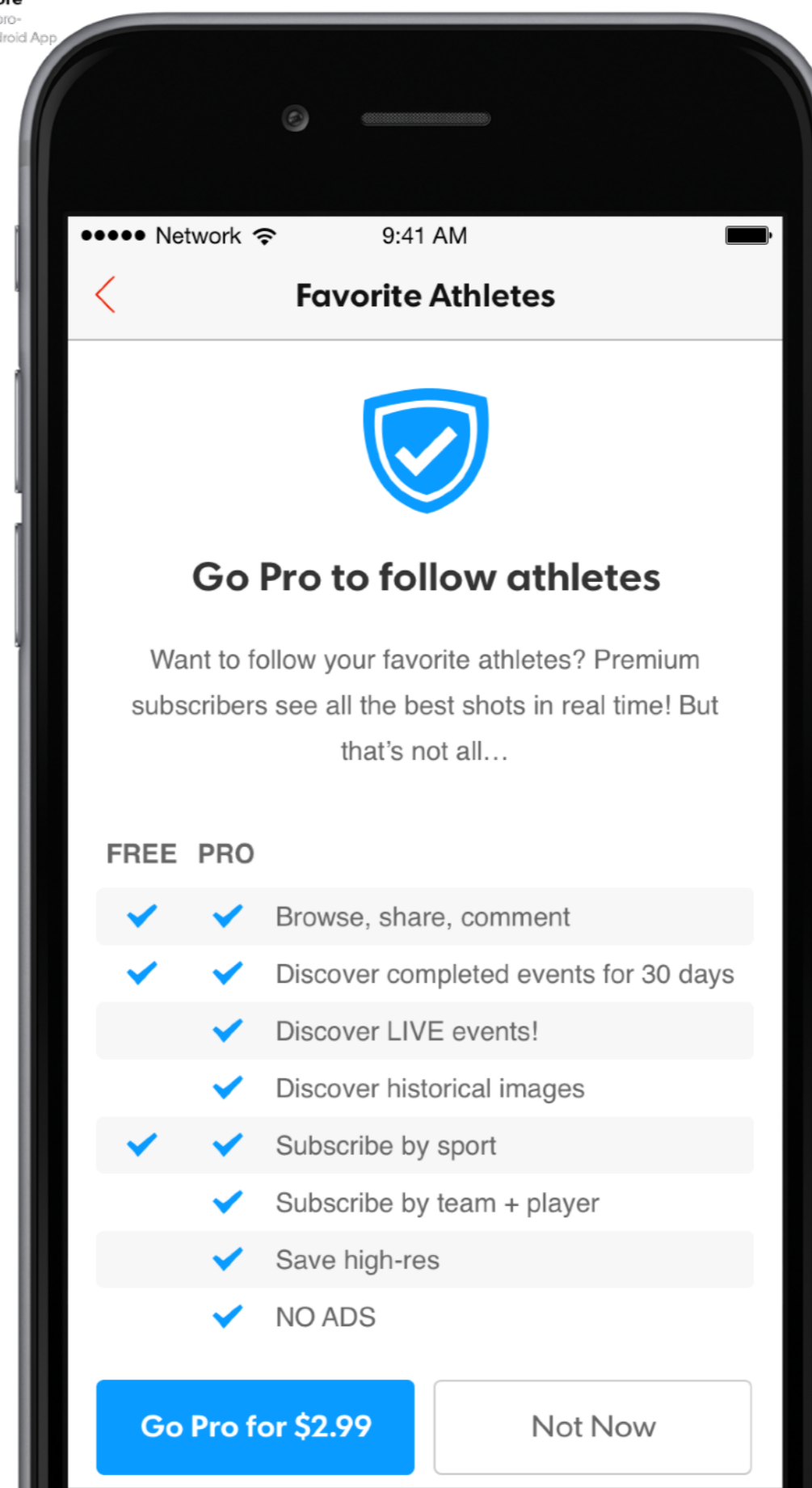
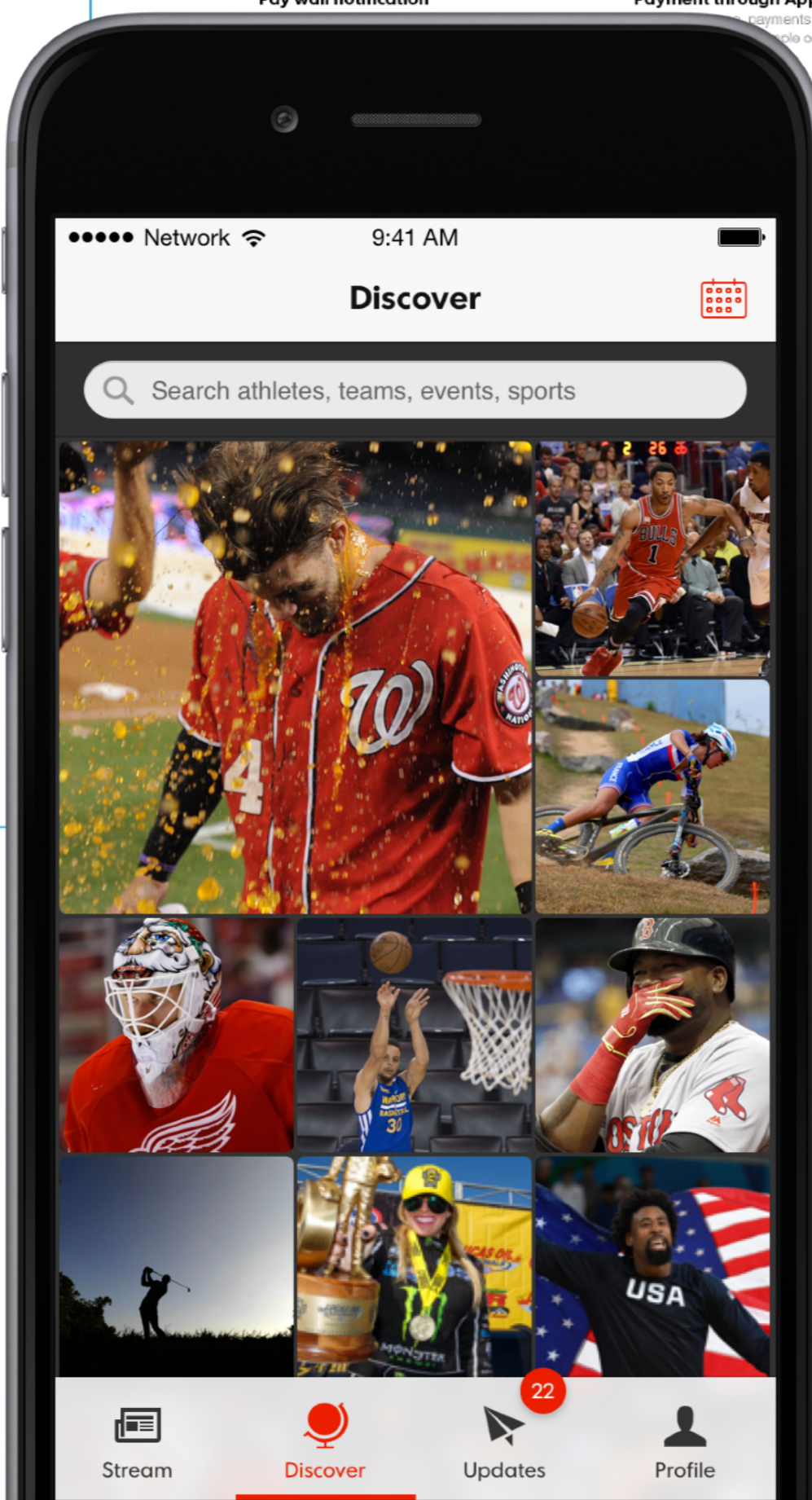
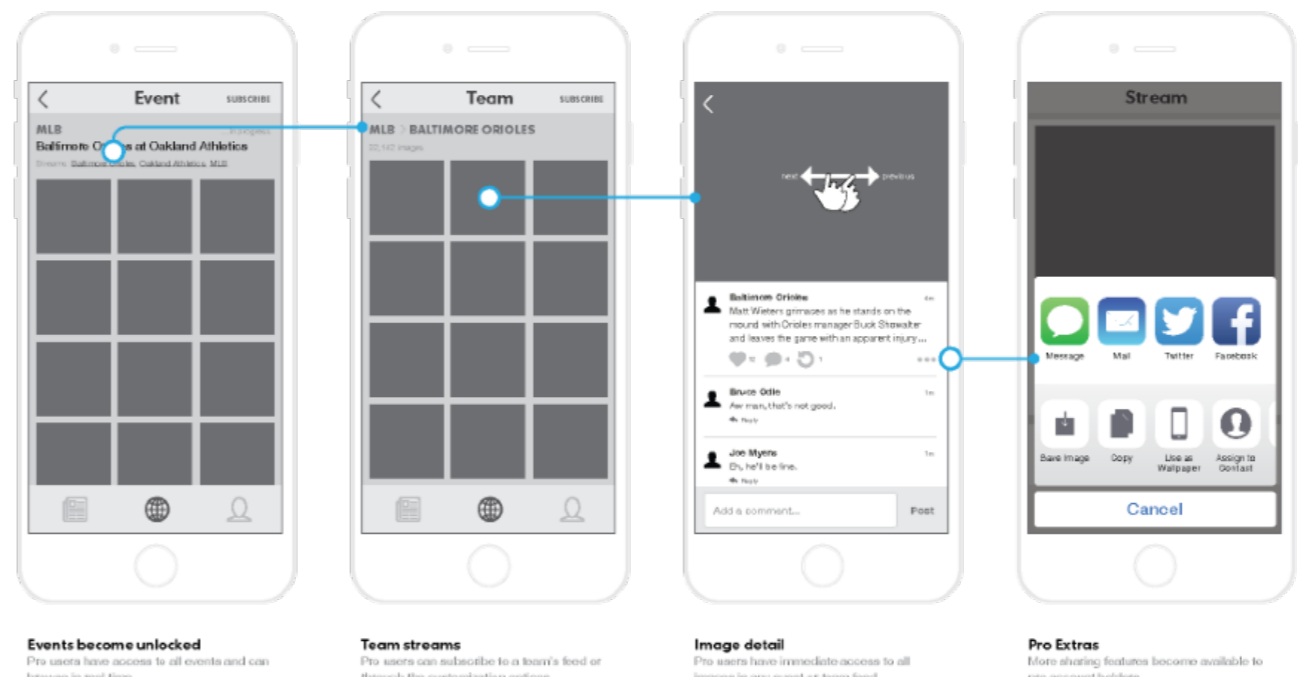
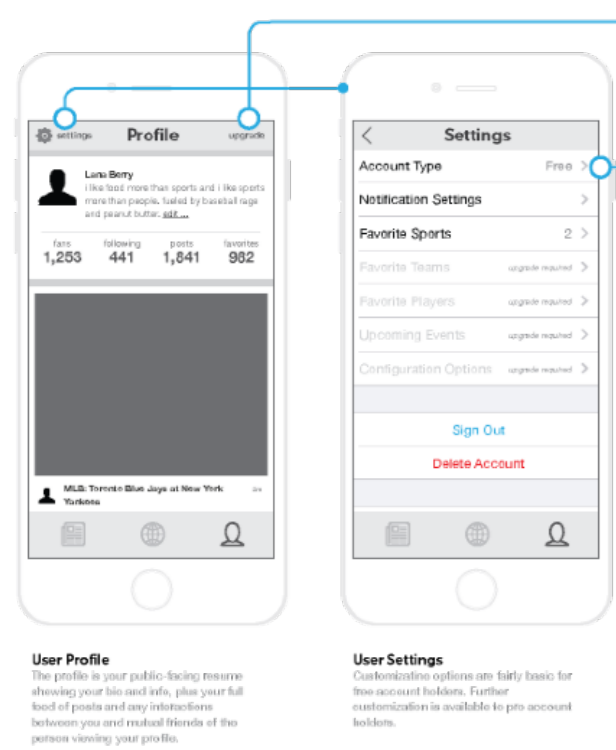
Stream



Discover



Profile





What is Lawrence?

- A Wordpress-based platform, created in 2013, housing most of SMG's branded properties.
- A nimble editorial platform designed to accommodate all media types and third-party embeds.
- Allows for quick launch of new sites and has grown organically to house over 70 properties.
- Due for a refactoring of its code base and an upgrade to retain its nimbleness while matching the evolution of digital audiences and publishing.



INTRODUCING

Project Fishburne

A full front-end overhaul of the Lawrence platform designed to:

- Accommodate the scale of our current portfolio
- Create a more premium environment for our content and advertisers to co-exist
- Provide simple customization options to distinguish our brands
- Compliment Universal Web, acting as a proud extension of the USA TODAY brand



Front-end Features

- Flexible and strategic monetization platform with new, valuable assets
- Editorial-controlled recirculation options at front *and* asset level
- Built-in sponsor opportunities
- Latest CSS grid layout techniques
- Quick configuration of look/feel, brand assets, font support for new properties

PATRIOTSWIRE

NFLNBAMLBNHL

NFL

20 mind-blowing stats from the 2017 NFL season



Steven Ruiz

Nov 14, 2017

32 comments

1.7k shares



New England Patriots quarterback Tom Brady (12) in the first quarter against the Denver Broncos at Sports Authority Field.

Isaiah J. Downing-USA TODAY Sports

ADVERTISEMENT

FORTHEWIN

NFLNBAMLBNHL

Soccer

It's been five years since Zlatan Ibrahimovic scored his mind-blowing bicycle kick against England

Steven Ruiz

Nov 14, 2017

32 comments

1.7k shares

ADVERTISEMENT



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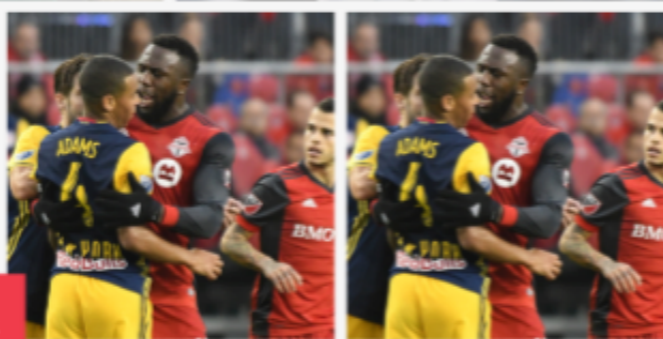

NFLNBAMLBNHL

NFL

The Chargers are busting out the best uniforms in sports for Thanksgiving

Related Photos





View 31 photos

Steven Ruiz

Nov 14, 2017

32 comments

1.7k shares

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FTW!

Share / 379 shares

improvement in passer rating from one season to the next. Nick Foles currently holds the record.

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From the web



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brings to the table athletically.

While Jackson isn't the top quarterback available in the 2018 NFL Draft, he does have a lot of the intangibles teams are looking for. His throwing needs work, but if he develops, he could be a special talent. As of now, he's expected to land somewhere between the middle of the first and middle of the second round.

The Miami Dolphins need depth at the quarterback spot and could use a developmental guy behind Ryan Tannehill. Tannehill missed the 2017 season after undergoing knee surgery, but should be ready for OTAs. That said, unless he restructures his contract or has a major uptick in production, the Fins could be looking to move on soon.

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Mike Trout Monday: The dream of a Trout postseason is nearly dead

Though many of its top young stars lack widespread recognition, Major League Baseball ...

Trending: Robert CovingtonCommentaryESPNAll


thebigleadNFLNBA MLB NHL



Lamar Jackson's Five Best 2018 NFL Draft Fits

Lamar Jackson's showing at the NFL scouting combine was largely uneventful.


PATRIOTSWIRE




Belichick tells story of his 1989 NFL combine interview with Deion Sanders

Bill Belichick is a man of few interests — which is to say, everything he likes to do is something he ...

Belichick / 20m ago




Tom Brady sees silver lining in Super Bowl loss for his children



NFL experts predict where Malcolm Butler will land: Patriots


Golfweek

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For Michelle Wie, winning is everything – even a bet with her instructor



2

PH U. sti Fo



Tiger Tracker: Tiger Woods plays Wednesday at Valspar

As he prepares for his first start at the Valspar Championship, Tiger Woods went off early in Wednesday's pro-am at Innisbrook Resort...


PGA / 20m ago

Related

Fantasy golf expert picks: 2018 Valspar Championship

Tee times, pairings, TV info: 2018 Valspar

THE SPORTSDAILY



There's a secret message on the back of Mikaela Shiffrin's helmet

Mikaela Shiffrin, 18, finished fifth in the women's giant slalom on Tuesday and is about to become...

Color

Our sites offer a suite of consistent colors and greys for intuitive semantic appropriation and flexibility. Care has been taken to be sure these colors meet web accessibility standards. Each site has a primary brand color that is intended to be editable on the fly as a single, site-wide variable.

Grays

We have adapted an RGBA system for our grays. We use grays for our typography as well as for creating color shift variations in our established palette.

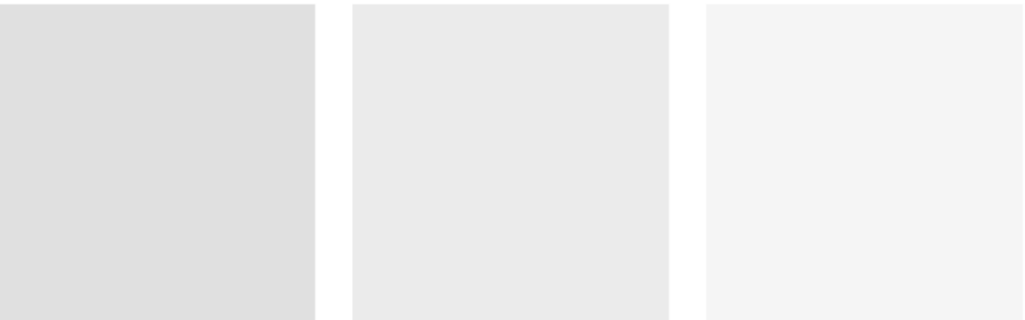


Mine Shaft
rgba(0,0,0,0.88)

Tundora
rgba(0,0,0,0.72)

Dove Grey
rgba(0,0,0,0.60)

Overcast
rgba(0,0,0,0.32)












Alto
rgba(0,0,0,0.12)

Concrete
rgba(0,0,0,0.08)

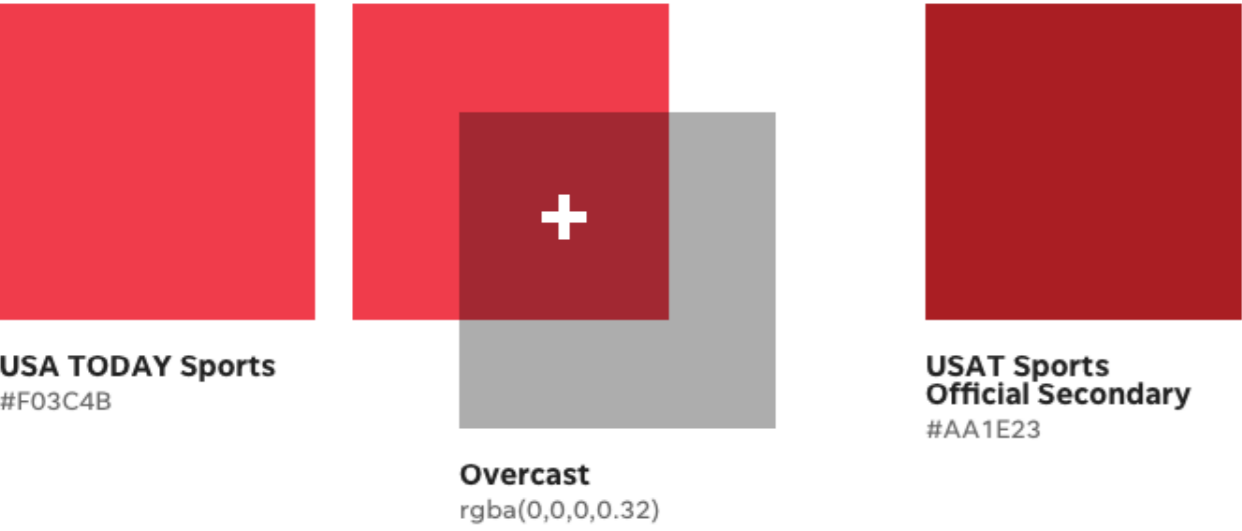
Alabaster
rgba(0,0,0,0.04)

Color Reference Table

Gray	Value	Hex Approx.*	Usage
 mine-shaft	rgba(0,0,0,0.88)	#212121	primary text color
 tundora	rgba(0,0,0,0.72)	#454545	secondary text color
 dove-grey	rgba(0,0,0,0.60)	#666666	tertiary text color
 overcast	rgba(0,0,0,0.32)	#B2B2B2	accent overlay color
 alto	rgba(0,0,0,0.12)	#DEDEDE	borders & linebreak
 concrete	rgba(0,0,0,0.08)	#F2F2F2	depth accent background
 alabaster	rgba(0,0,0,0.04)	#F7F7F7	light accent background
 white	rgba(255,255,255,1)	#FFF	text on dark backgrounds
 off-white	rgba(255,255,255,0.72)		accent text on dark backgrounds

Primary Brand Color

Each SMG/SDP site should have a Primary Brand Color set as a variable. It's value when set to grayscale should be no less than 50% for readability. The default color is USAT Sports Red. To replicate the relationship between USA TODAY primary colors and their secondary counterparts, the 30% gray value "Overcast" may be used as an additive overlay.



Branded UI

Calls to action on site outside of imperative UI functions rely on the primary brand palette with

Asset Styles

Below is an inventory of common type styles used in articles or other standalone assets. Tablet variants may be developed over time but the goal should be to reduce complexity by limiting variance as much as possible. Note that instance of red type or accents should be substituted with the primary brand color on a given site.

	MOBILE	DESKTOP
Section Tag	NFL	NFL
Article Headline / H1	The Raiders had a super dramatic hype video to introduce Jon Gruden at his press conference	The Raiders had a super dramatic hype video to introduce Jon Gruden at his press conference
Asset meta info	Byline Author byline meta	Byline Author byline meta
Asset abstract (optional)	Spurs head coach Gregg Popovich seems to always know exactly what to say.	Spurs head coach Gregg Popovich seems to always know exactly what to say.
Body paragraph	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce viverra felis ut metus blandit vestibulum. Nulla nec lacinia odio. Vestibulum vitae luctus magna. Nullam placerat lobortis dapibus. Maecenas lacinia nisl feugiat dui ultricies, vitae tristique purus tincidunt. Curabitur mattis congue euismod. Proin rutrum nibh eros, eget vulputate tellus molestie at. Sed facilisis magna eu nulla mattis ultrices. Aenean at tellus vel odio volutpat scelerisque.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce viverra felis ut metus blandit vestibulum. Nulla nec lacinia odio. Vestibulum vitae luctus magna. Nullam placerat lobortis dapibus. Maecenas lacinia nisl feugiat dui ultricies, vitae tristique purus tincidunt. Curabitur mattis congue euismod. Proin rutrum nibh eros, eget vulputate tellus molestie at. Sed facilisis magna eu nulla mattis ultrices. Aenean at tellus vel odio volutpat scelerisque.
Body bold	Lorem ipsum: dolor sit amet, consectetur	Lorem ipsum: dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor.
Body italic	<i>Lorem ipsum:</i> dolor sit amet, consectetur	<i>Lorem ipsum:</i> dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor.
Body link	<u>Lorem ipsum:</u> dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor.	<u>Lorem ipsum:</u> dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia
Body link: hover	<u>Lorem ipsum:</u> dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor.	<u>Lorem ipsum:</u> dolor sit amet, consectetur adipiscing elit. Etiam id eros dolor. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia
Photo Caption & Credit	Pittsburgh Steelers strong safety Sean Davis (28) takes the field against the Cleveland Browns during the first quarter at Heinz Field. The Steelers won 28-24. Charles LeClairre-USA TODAY Sports	Pittsburgh Steelers strong safety Sean Davis (28) takes the field against the Cleveland Browns during the first quarter at Heinz Field. The Steelers won 28-24. Charles LeClairre-USA TODAY Sports
Unordered List	<ul style="list-style-type: none">1 (3-pound container) Whole-milk ricotta cheese1-2/3 cups Sugar3 Eggs, extra large1/2 teaspoon Vanilla extractAs desired Zest from one lemonAs needed for greasing pan Butter and Flour	<ul style="list-style-type: none">1 (3-pound container) Whole-milk ricotta cheese1-2/3 cups Sugar3 Eggs, extra large1/2 teaspoon Vanilla extractAs desired Zest from one lemonAs needed for greasing pan Butter and Flour
Ordered List	<ol style="list-style-type: none">1 Carson Wentz, PHI2 Case Keenum, MIN3 Tom Brady, NE4 Dak Prescott, DAL5 Matt Ryan, ATL	<ol style="list-style-type: none">1 Carson Wentz, PHI2 Case Keenum, MIN3 Tom Brady, NE4 Dak Prescott, DAL5 Matt Ryan, ATL
Blockquote	<p><i>"Whenever anyone says anything about another individual or about the quality of another individual, or what they're doing, I think the first thing to look at is the substance and gravitas of the source that speaks. Just stopping at that point would tell you that you don't need to listen or go any further. It's just another fan in the peanut gallery with an opinion, which is meaningless."</i></p>	<p><i>"Whenever anyone says anything about another individual or about the quality of another individual, or what they're doing, I think the first thing to look at is the substance and gravitas of the source that speaks. Just stopping at that point would tell you that you don't need to listen or go any further. It's just another fan in the peanut gallery with an opinion, which is meaningless."</i></p>
Pullquote	<p>"If I get a chance, I'm not going to let somebody down. This is not a joke. This is not a publicity stunt of any sort.</p> <p>Rafael Palmeiro</p>	<p>"If I get a chance, I'm not going to let somebody down. This is not a joke. This is not a publicity stunt of any sort.</p> <p>Rafael Palmeiro</p>
Article subheading / H2	Large subhead text looks like this and should be used sparingly	Large subhead text looks like this and should be used sparingly

UI select fields

Standardized treatments for form selection patterns across the platform. For optimum usability, standard or transactional UI patterns will rely on a conventional set of colors, rather than a customized branding color. Branded UI elements will make use of the custom branding color assigned by the site owner.

Select methods

Label		Checkboxes
<div>Option</div>	Select, default	<input type="checkbox"/> Default
<div>Option</div>	Select, hover	<input type="checkbox"/> Hover
<div>Option</div>	Select, focus	<input checked="" type="checkbox"/> Checked
<div>Option</div>		<input type="checkbox"/> Disabled
<div>Option</div>		<input type="radio"/> Default
<div>Option (selected)</div>		<input type="radio"/> Hover
<div>Option two</div>		<input checked="" type="radio"/> Selected
<div>Option three</div>		<input type="radio"/> Disabled
<div>Option four</div>		

Segment Control

Option	Option	Option
--------	--------	--------

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

Branded Select

Option	Option	Option
--------	--------	--------

Normal Hover focus

Binary Toggle

Yes	No
-----	----

Yes	No
-----	----

Asset meta objects (1 of 2)

The top of each article asset will possess several common variable elements: titles, bylines, share tools, related posts, and lede media. These elements are key identifiers and will need to be treated as robust modules with their own grids and rules.

Article headline

mobile

The Raiders had a super dramatic hype video to introduce Jon Gruden at his press conference

desktop

The Raiders had a super dramatic hype video to introduce Jon Gruden at his press conference

Author byline & timestamp

Minimal	<div>Andrew Joseph</div> <div>April 17, 2018</div>	<div>Author Name</div> <div>The border-bottom-color below the author link is the primary branding color set by the site owner.</div>
Basic follow	<div>Michelle R. Martinelli</div> <div>March 28, 2018</div> <div>follow</div>	
Headshot, basic follow, full timestamp	<div>Alysha Tsuji</div> <div>March 28, 2018 12:01 pm</div> <div>follow</div>	
Headshot, robust follow, full timestamp	<div>Alysha Tsuji</div> <div>March 28, 2018 12:01 pm</div> <div>like</div> <div>follow</div> <div>email</div>	

Share button options

Share buttons are configurable by the site owner and may vary from mobile to desktop. Share options that don't fit in the default view will be available by tapping or hovering on the "meatball" icon (***). Clicking/tapping on the shortened URL will copy the article permalink to the user's clipboard for sharing.

Mobile, top position	Mobile, bottom position w/CTA	Desktop, top and bottom position w/CTA
<div>Share buttons with meatball icon</div>	<div>Share this article 379 shares</div> <div>Share buttons with meatball icon</div>	<div>Share this article 379 shares</div> <div>Share buttons with meatball icon</div>
Mobile, expanded on tap	Mobile, link copied	Desktop, exposed on hover or click
<div>Share this article 379 shares</div> <div>on Facebook</div> <div>on Twitter</div> <div>on Pinterest</div> <div>via Whatsapp</div> <div>via text message</div> <div>via email</div> <div>https://usat.ly/354adsf5</div>	<div>Share this article 379 shares</div> <div>on Facebook</div> <div>on Twitter</div> <div>on Pinterest</div> <div>via Whatsapp</div> <div>via text message</div> <div>via email link copied</div> <div>https://usat.ly/354adsf5</div>	<div>Share this article 379 shares</div> <div>on Facebook</div> <div>on Twitter</div> <div>on Pinterest</div> <div>on LinkedIn</div> <div>on Google Plus</div> <div>via email</div> <div>https://usat.ly/354adsf5</div> <div>share tweet email</div>

Related posts

Posts related by category will be displayed for recirculation and further reading. The default relationship will be by category. But an editor may choose to override these posts manually.

Mobile, related stories (down page)	Desktop, related stories (top left)
<div>More from NFL</div> <div>Fantasy golf power rankings: 2018 Valspar Championship</div> <div>Tee times, pairings, TV info: 2018 Valspar Championship, Rounds 1-2</div> <div>Golf's governing bodies fumble chance to make change with Distance Report</div>	<div>More from NFL</div> <div>Fantasy golf power rankings: 2018 Valspar Championship</div> <div>Tee times, pairings, TV info: 2018 Valspar Championship, Rounds 1-2</div> <div>Golf's governing bodies fumble chance to make change with Distance Report</div>

Lede media options Overrides container padding

Typical article posts will feature multiple options for lede media, based on their article type. Image assets should bleed to the edge of their parent containers, disregarding parent padding. Captions will respect the parent container padding.

Mobile, default (landscape, true crop)



Tom Brady
New England Patriots quarterback Tom Brady (12) in the first quarter against the Denver Broncos
Isaiah J. Downing-USA TODAY Sports

Captions will require titles (for MSN), caption body, and photo credit. Captions are not expected to be truncated at this time. Below captions, each image asset has a hairline border below for separation from the body content.

Desktop, default (landscape, true crop)



Tom Brady
New England Patriots quarterback Tom Brady (12) in the first quarter against the Denver Broncos
Isaiah J. Downing-USA TODAY Sports

Mobile, portrait



Tom Brady
New England Patriots quarterback Tom Brady (12) in the first quarter against the Denver Broncos
Isaiah J. Downing-USA TODAY Sports

When a featured image's height exceeds its width, Wordpress should respect the original aspect ratio and automatically assign a float to the desktop treatment, allowing it to live next to the headline, byline, and first paragraphs. True-crop overrides should be available for editors to manually crop images to a horizontal format if desired.

Desktop, portrait

20 mind-blowing stats from the 2017 NFL season

Alysha Tsuji like follow email
March 28, 2018 12:01 pm

The 2017 NFL season has been a strange one that has produced plenty of crazy stats. Here are 20 of the most interesting stats from the first 10 weeks of the season...

Against the Chargers, Blake Bortles became the first quarterback to throw two interceptions in the final two minutes of a game and still win. Another way to look at it: The Chargers became the first team to intercept two passes in the final two minutes of a game and still lose.

Jared Goff is on pace for the second largest improvement in passer rating from one season to the next. Nick Foles currently holds the record.

Longform parallax scrolling photo (desktop) Overrides container padding

Longform articles will feature a full width layout and full-bleed imagery. To reign in the height of those images on desktop, a parallax masking effect is proposed to reveal the overflow portion upon scroll. The parallax effect reveal an image that's taller than the container masking it. As the user scrolls, more of the image is revealed. The crop-on-scroll technique is fun for designers.

Header/nav modules (1 of 2)

Our header/nav module is designed to easily accommodate clear and prominent branding, primary navigation, search UI, social follow actions, parent branding for context. We're also proposing that the mobile header also offers a consistent place for sharing actions on asset pages, available upon scroll.

Mobile header permutations

The following shows an array of possible header configurations based on two essential layout options (default and subscription) as well as 4 different color choices (light, dark, custom, cusom hybrid).

Default, light	Default, light, scrolled	Default, light, enaged
<div>FORTHEW!N Menu</div>	<div>FORTHEW!N Share this</div>	<div>FTW! Share</div>
Default, dark	Default, dark, scrolled	Default, dark, enaged
<div>FORTHEW!N Menu</div>	<div>FORTHEW!N Share this</div>	<div>FTW! Share</div>
Default, custom	Default, custom, scrolled	Default, custom, enaged
<div>FORTHEW!N Menu</div>	<div>FORTHEW!N Share this</div>	<div>FTW! Share</div>
Default, custom-hybrid	Default, custom-hybrid, scrolled	Default, custom-hybrid, enaged
<div>STEELERSWIRE Menu</div>	<div>STEELERSWIRE Share this</div>	<div>STEELERSWIRE Share</div>
Subscription, light	Subscription, light, scrolled	Subscription, light, enaged
<div>STEELERSWIRE Subscribe Menu</div>	<div>STEELERSWIRE Share this</div>	<div>STEELERSWIRE Share</div>
Subscription, custom-hybrid	Subscription, custom-hybrid, scrolled	Subscription, custom-hybrid, enaged
<div>HOOPSHYPE Subscribe Menu</div>	<div>HOOPSHYPE Share this</div>	<div>HOOPSHYPE Share</div>

Tablet header permutations

The tablet view of the header simply represents a worst-case scenario for the desktop implementation. There are no fundamental changes to the product requirements. Although there may be some minor scaling adjustments to the primary and parent logos.

Default, light
<div>FORTHEW!N MLB NFL More Follow Search USA TODAY SPORTS</div>
Default, dark
<div>FORTHEW!N MLB NFL More Follow Search USA TODAY SPORTS</div>
Default, custom
<div>FORTHEW!N MLB NFL More Follow Search USA TODAY SPORTS</div>
Default, light
<div>FORTHEW!N MLB NFL NBA NHL Golf Racing MMA NCAAF NCAAB More Follow Search USA TODAY SPORTS</div>
Default, dark
<div>thebiglead MLB NFL NBA NHL Golf Racing MMA NCAAF NCAAB More Follow Search USA TODAY SPORTS</div>
Default, Branded
<div>FORTHEW!N MLB NFL NBA NHL Golf Racing MMA NCAAF NCAAB More Follow Search USA TODAY SPORTS</div>
Default, Hybrid branded
<div>MMAJUNKIE News Rumors Events Fighters Rankings Videos Radio Forum Follow Search USA TODAY SPORTS</div>
Default, Hybrid branded
<div>MMAJUNKIE News Rumors Events Fighters Rankings Videos Radio Forum Follow Search USA TODAY SPORTS</div>