Homepage Enhancement

RW Visual Design Comps

Client	**Rodale**
Revision	**1**
Published	**Apr 12, 2017**
Feedback Due	NA

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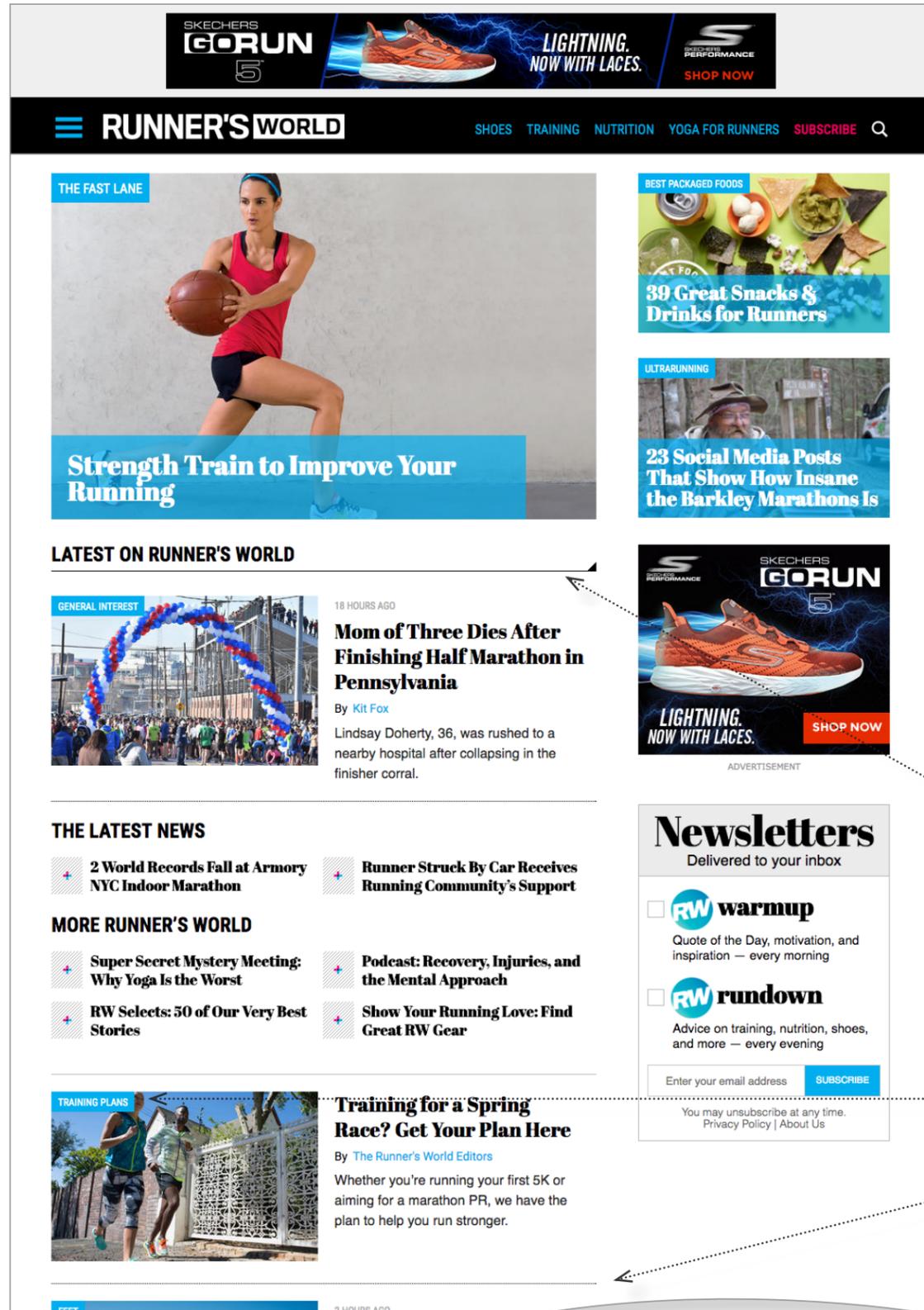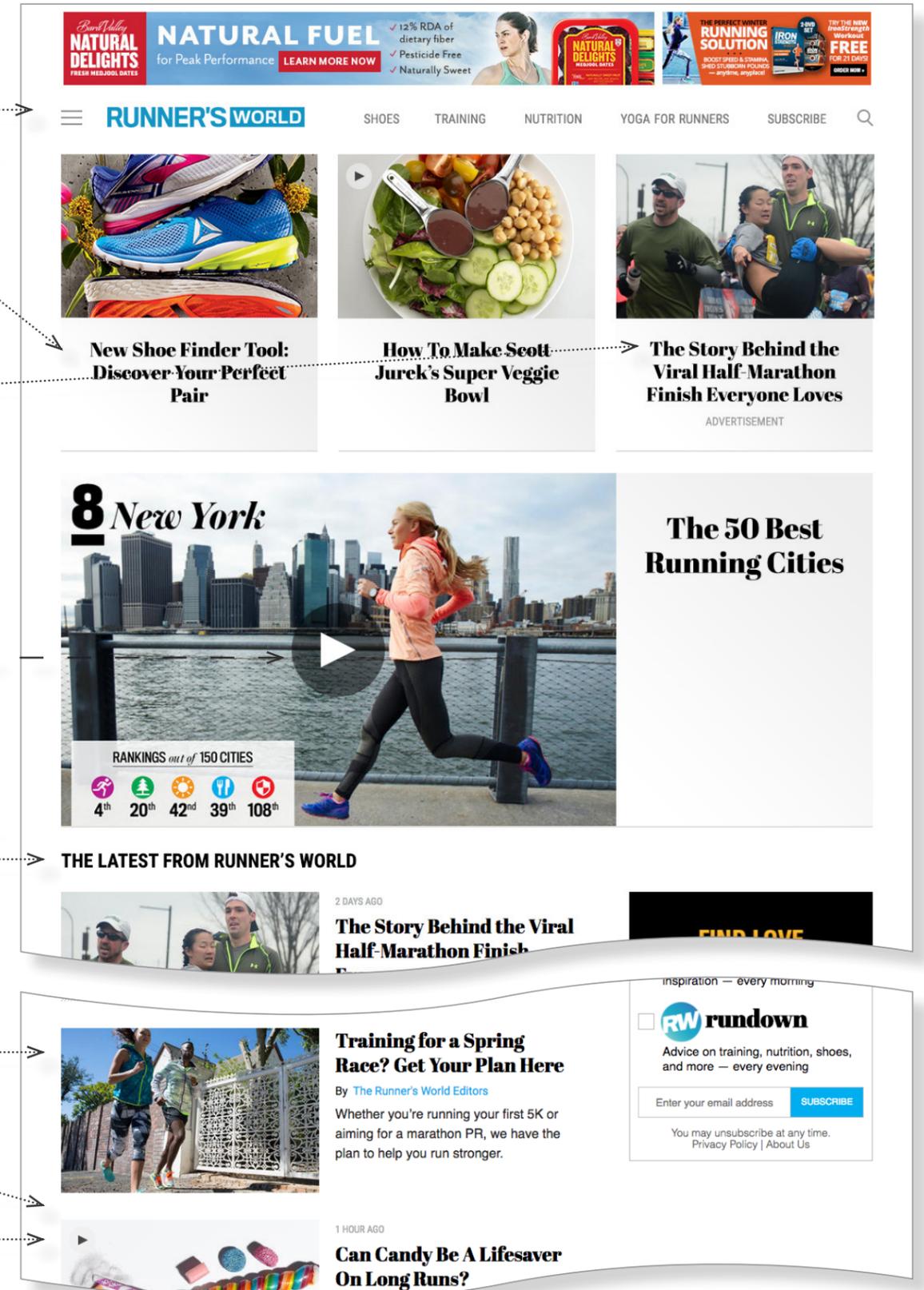
Table of Contents

RODALE

Desktop (1100)

Current State

☰ **RUNNER'S WORLD**   SHOES   TRAINING   NUTRITION   YOGA FOR RUNNERS   SUBSCRIBE   🔍

THE FAST LANE

Strength Train to Improve Your Running

BEST PACKAGED FOODS
39 Great Snacks & Drinks for Runners

ULTRARUNNING
23 Social Media Posts That Show How Insane the Barkley Marathons Is

LATEST ON RUNNER'S WORLD

GENERAL INTEREST   18 HOURS AGO
Mom of Three Dies After Finishing Half Marathon in Pennsylvania
By Kit Fox
Lindsay Doherty, 36, was rushed to a nearby hospital after collapsing in the finisher corral.

THE LATEST NEWS

+ **2 World Records Fall at Armory NYC Indoor Marathon**
+ **Runner Struck By Car Receives Running Community's Support**

MORE RUNNER'S WORLD

+ **Super Secret Mystery Meeting: Why Yoga Is the Worst**
+ **Podcast: Recovery, Injuries, and the Mental Approach**
+ **RW Selects: 50 of Our Very Best Stories**
+ **Show Your Running Love: Find Great RW Gear**

TRAINING PLANS
Training for a Spring Race? Get Your Plan Here
By The Runner's World Editors
Whether you're running your first 5K or aiming for a marathon PR, we have the plan to help you run stronger.

FEET   2 HOURS AGO

Updated

☰ **RUNNER'S WORLD**   SHOES   TRAINING   NUTRITION   YOGA FOR RUNNERS   SUBSCRIBE   🔍

New Shoe Finder Tool: Discover Your Perfect Pair

How To Make Scott Jurek's Super Veggie Bowl

The Story Behind the Viral Half-Marathon Finish Everyone Loves
ADVERTISEMENT

8 *New York*   **The 50 Best Running Cities**

RANKINGS *out of* 150 CITIES
4th   20th   42nd   39th   108th

THE LATEST FROM RUNNER'S WORLD

2 DAYS AGO
The Story Behind the Viral Half-Marathon Finish E...

FIND LOVE

inspiration — every morning
☐ RW **rundown**
Advice on training, nutrition, shoes, and more — every evening

Training for a Spring Race? Get Your Plan Here
By The Runner's World Editors
Whether you're running your first 5K or aiming for a marathon PR, we have the plan to help you run stronger.

Enter your email address   SUBSCRIBE
You may unsubscribe at any time.
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1 HOUR AGO
Can Candy Be A Lifesaver On Long Runs?

Annotations (center column)

update navigation // new hamburger, search icon, and appropriately sized logo

HEADLINE CHARACTER COUNTS
Recommend: 35-55 char (2-3 lines)
Max Limit: 80 char (4 lines)
* because character width, font, weight, & kerning effect headline length, producers should check posted headlines.

NATIVO CHARACTER COUNT
Max Limit: 55 char (3 lines)

3 block styling chages to 4 block styling

new inline video play control // In-line video in featured block will display a video 'play' motif
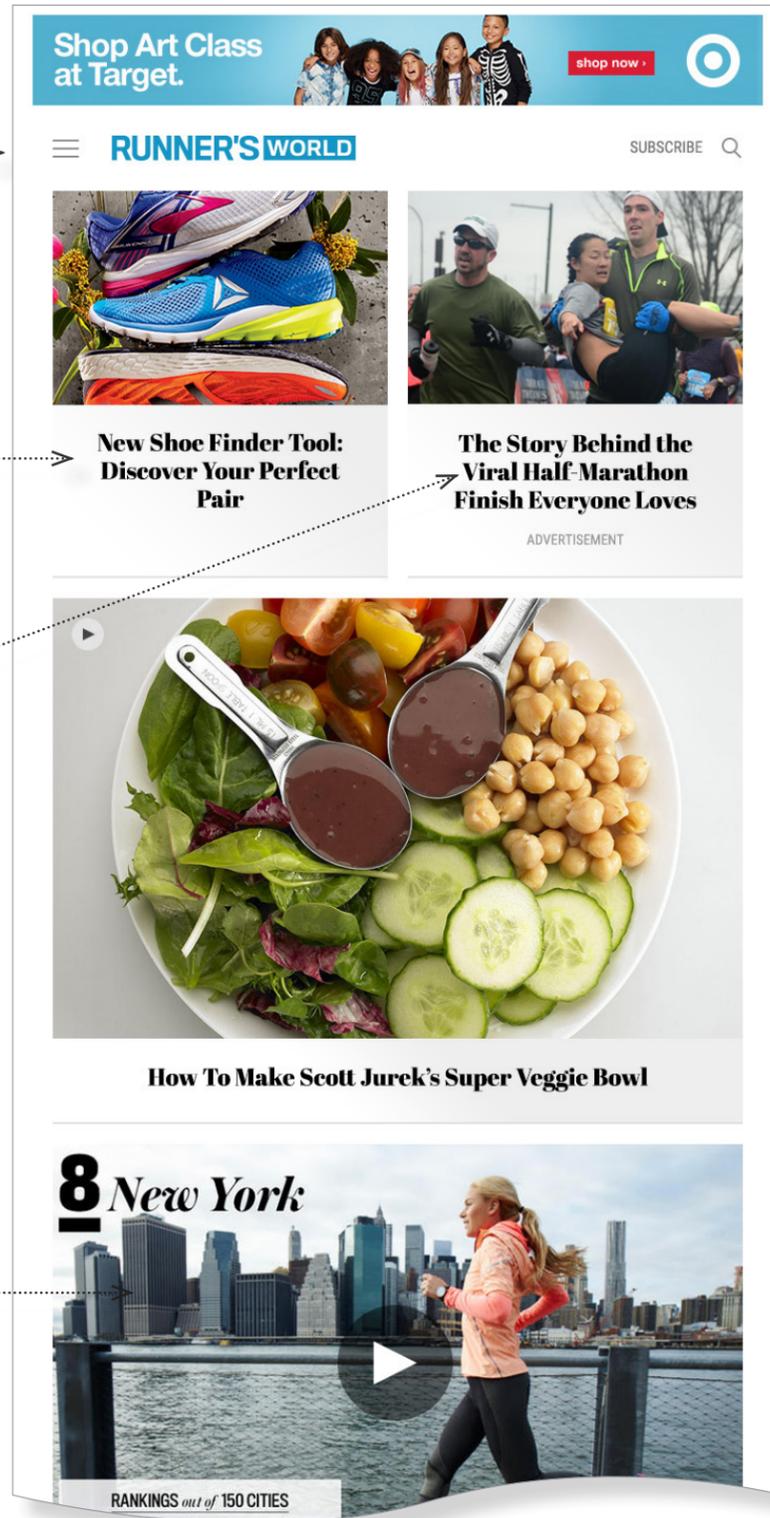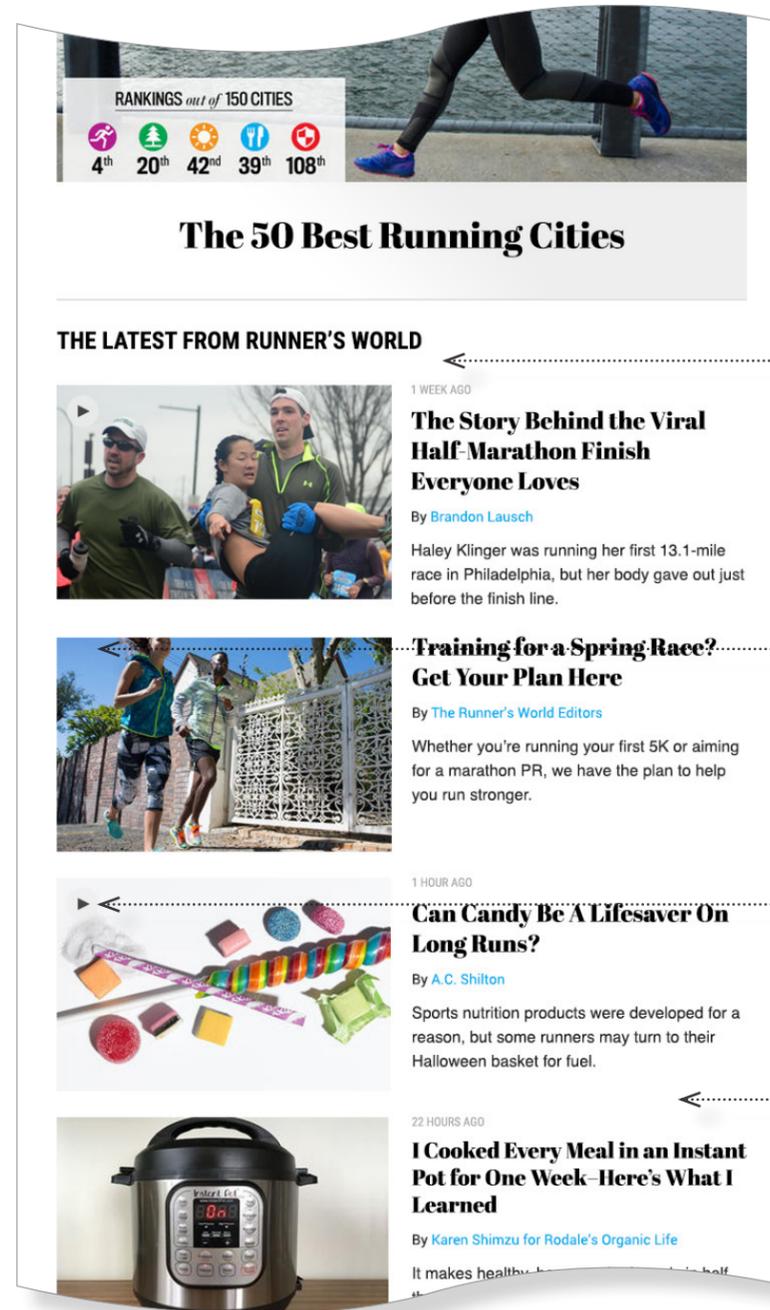
rule removed from subheader treatment on homepage and all feeds

node queues will drop 'tag flags' from teasers

rules between content teasers removed on homepage and all feeds (site sections + tag pages).

new video icon treatment // Articles with video as main image will have a 'play' iconography on the top left hand corner
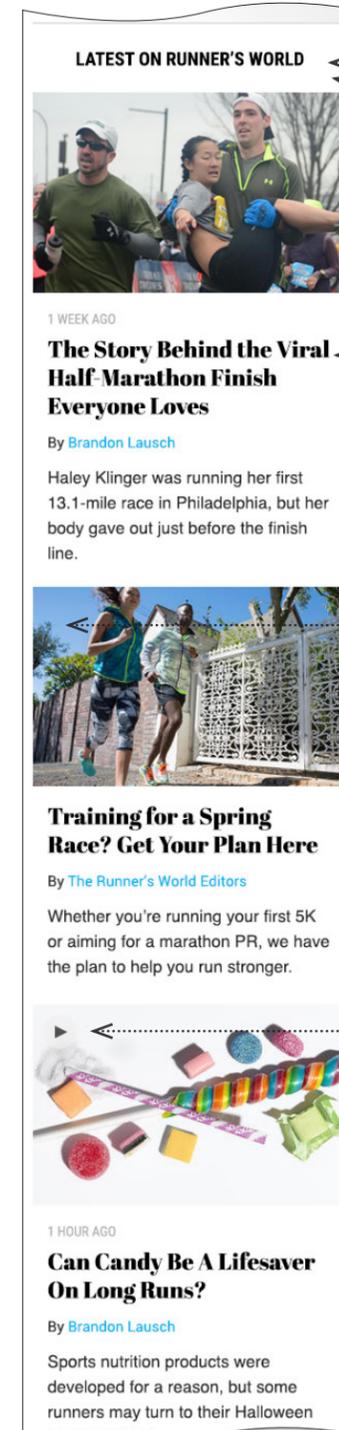

Tablet (768)

update navigation // new hamburger, search icon, and appropriately sized logo

HEADLINE CHARACTER COUNTS
Recommend: 35-55 char (2-3 lines)
Max Limit: 80 char (4 lines)
* because character width, font, weight, & kerning effect headline length, producers should check posted headlines.

NATIVO CHARACTER COUNT
Max Limit: 55 char (3 lines)

3 block styling changes to 4 block styling (2 and 3rd blocks switch on tablet)

new inline video play control // In-line video in featured block will display a video 'play' motif

rule removed from subheader treatment on homepage and all feeds

node queues will drop 'tag flags' from teasers

new video icon treatment // Articles with video as main image will have a 'play' iconography on the top left hand corner

rules between content teasers removed on homepage and all feeds (site sections + tag pages).
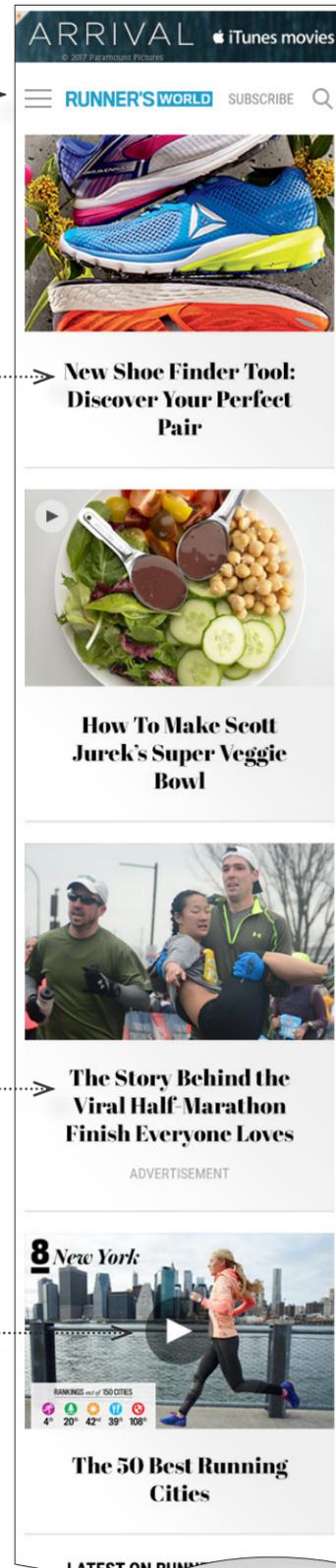
Mobile (320)

update navigation // new hamburger, search icon, and appropriately sized logo

HEADLINE CHARACTER COUNTS
Recommend: 35-55 char (2-3 lines)
Max Limit: 80 char (4 lines)
* because character width, font, weight, & kerning effect headline length, producers should check posted headlines.

3 block styling chages to 4 block styling

NATIVO CHARACTER COUNT
Max Limit: 55 char (3 lines)

new inline video play control // In-line video in featured block will display a video 'play' motif

decreased sizing and center-alignment of subheaders on mobile

rule removed from subheader treatment on homepage and all feeds

NOT OF THIS RELEASE:
- padding increase for teasers at mobile breakpoint.

rules between content teasers removed on homepage and all feeds (site sections + tag pages).

node queues will drop 'tag flags' from teasers

new video icon treatment // Articles with video as main image will have a 'play' iconography on the top left hand corner