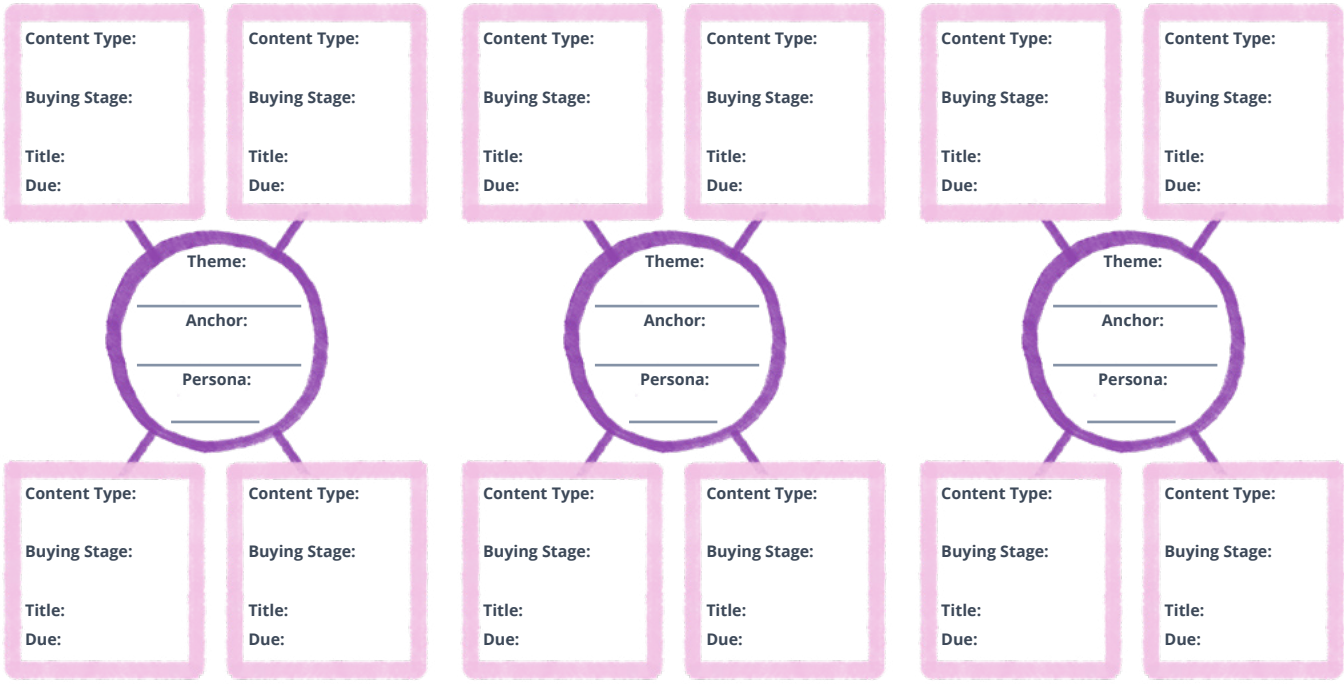

Draft Date	Publish Date	Keyword	Title	Description	Author /SME	Persona	Buying Stage	Notes
10/1/19	10/15/19	Halloween T-Shirts	The Scariest Halloween T-Shirts of 2019	A roundup of the scariest Halloween T-shirts we can find	Dan Smith, T-Shirt Designer	Young and Hungry	Bottom-of -funnel	Include hi-res shirt images with each example