

E-Newsletters

NEWSMAKERS AM SPONSORSHIP

AVG. DISTRIBUTION: 29,773*

FREQUENCY: DAILY

NewsMakers AM keeps nearly 30,000 registered online subscribers up-to-date on the latest happenings in the meat and poultry industry every weekday morning. Sponsorship of the NewsMakers AM e-newsletter provides visibility for your brand logo and includes 50 words of copy for your message. Sponsors can choose to run different copy each day if desired. Sponsorship generates leads and click-throughs to your desired landing page.

Logo: 145 (w) x 34 (h) pixels, 72 dpi gif or jpeg

File size: 250k ideal, 400k max **

Copy: 50 words maximum

MATERIALS DUE

Two weeks prior to posting date



NEWSMAKERS PM SPONSORSHIP

AVG. DISTRIBUTION: 27,550*

FREQUENCY: DAILY

NewsMakers PM provides afternoon news every weekday to nearly 28,000 registered subscribers. Sponsorship of the NewsMakers PM daily e-newsletter provides frequent visibility for your brand logo and message with the inclusion of up to 50 words of copy. Advertisers may choose to run different copy each day if desired. Ads generate leads and click-throughs to your desired landing page.

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MATERIALS DUE

Two weeks prior to posting date



* Source: December 2016 BPA Brand Report

** See the Meatingplace Specifications Sheet for complete details.

PROCESSING SOLUTIONS SUPER SPONSORSHIP

AVG. DISTRIBUTION: 22,139*

FREQUENCY: WEEKLY

Processing Solutions reaches 22,000 registered subscribers weekly with technical information for plant operations, R&D, QA/QC, packaging engineers and other specialists. Each issue contains at least one new “how-to” technical article, new products and supplier news.

Sponsor benefits include:

1. Identification in the executive summary appearing in the table of contents of Meatingplace magazine;
2. A four-color logo and 50-word message appearing in the Processing Solutions e-newsletter adjacent to the introduction of the technical article; and
3. A four-color logo and 50-word message adjacent to the full technical article online.

A Processing Solutions Super Sponsorship generate leads, click-throughs and views of your latest video (if video is employed).

Video Option Available

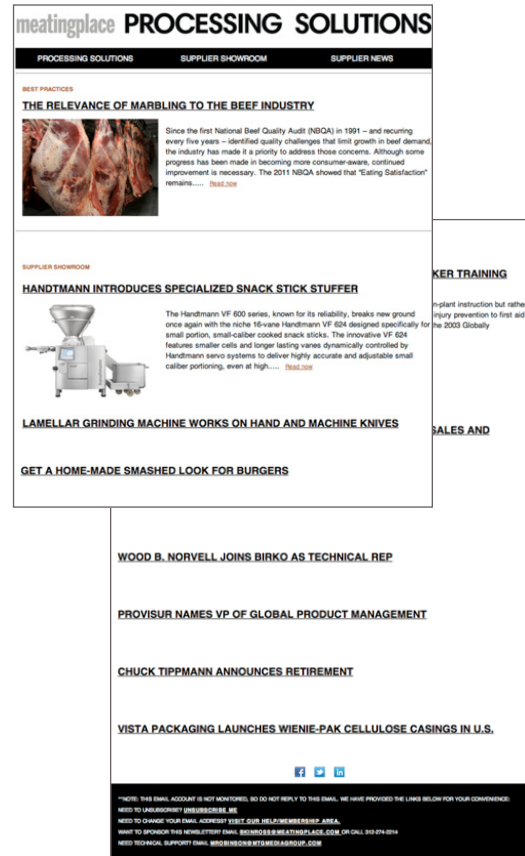
Logo: 150 (w) x 150 (h) pixels, 72 dpi gif or jpeg

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MATERIALS DUE

One month prior to magazine issue date



SHOWROOM SPONSORSHIP

A **Showroom Sponsorship** provides new product coverage in Meatingplace magazine, the **Processing Solutions e-newsletter** and in the Supplier Showroom on Meatingplace.com. Generate sales leads, click-throughs to your website and views of your latest video. Contact your account representative for details.

Product release: Word document

Photo: 300 dpi gif or jpeg, at least 3" x 5"

Video Option Available **

MATERIALS DUE

One month prior to magazine issue date

* Source: December 2016 BPA Brand Report

** See the Meatingplace Specifications Sheet for complete details.

BLOGS E-NEWSLETTER SPONSORSHIP

AVG. DISTRIBUTION: 20,956*

FREQUENCY: DAILY

The **Meetingplace Blogs daily e-newsletter** reach nearly 21,000 subscribers with insightful commentary from industry thought leaders on a variety of topics. The Blogs e-newsletter offers high frequency exposure for your brand logo and 50-word message.

- **Animal Ag Watch by Hannah Thompson** – Provides insights and commentary from the communications director for the Animal Agriculture Alliance.
- **Chef's Table by Michael Formichella** – Offers a culinary perspective on meat product development for foodservice and retail.
- **Food (Safety) Fight by Richard Raymond, Ph.D.** – Dissects and debates food safety policies and proposals.
- **Legally Speaking by Shawn Stevens** – Presents a legal defense perspective for beef producers.
- **Meat Your Markets by Mark Graves** – Includes perspectives from a 39-year veteran in corporate strategy, management focus and marketing effectiveness across the protein chain.
- **On My Plate by Meetingplace Editor Lisa Keefe** – Insights based on news and issues affecting the poultry and meat processing industry.
- **Regs, Rules and Remedies by Dr. William James** – Presents views on regulatory compliance and related topics from a former USDA food safety expert.
- **The Meat Business by Gregory Bloom** – Offers insight on the meat business from a meat processing veteran.
- **Working Safely by Steve Sayer** – Provides tips for reducing injuries and illnesses on the plant floor.
- **Bird's Eye View by Karen Christensen** – Offers insight on the poultry industry from an associate professor and extension specialist at the University of Arkansas Center of Excellence for Poultry Science.

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MATERIALS DUE

Two weeks prior to posting date



For a complete list of technical topics to be covered, see the 2017 Meetingplace editorial calendar for the website.

* Source: December 2016 BPA Brand Report

** See the Meetingplace Specifications Sheet for complete details.



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