

Print Specs

AD SPECIFICATIONS FOR MEATINGPLACE MAGAZINE

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
Page	8 3/4" x 11"	8 1/2" x 10 3/4"	7 3/4" x 10"	7 1/2" x 10"
	222 x 279 mm	197 x 254 mm	191 x 254 mm	191 x 254 mm
Spread	17 1/4" x 11"	17" x 10 3/4"	15 1/2" x 10"	15" x 10"
	438 x 279 mm	432 x 273 mm	394 x 254 mm	381 x 254 mm
2/3 Vertical	5 1/2" x 11"	5 3/8" x 10 3/4"	4 3/8" x 10"	4" x 10"
	140 x 279 mm	137 x 273 mm	111 x 254 mm	101 x 254 mm
1/2 Island	5 1/2" x 8 1/4"	5 3/8" x 8 1/8"	4 3/4" x 7 1/2"	4 5/8" x 7 1/2"
	140 x 210 mm	127 x 207 mm	120 x 197 mm	117 x 197 mm
1/2 Horizontal	8 3/4" x 5 3/4"	8 1/2" x 5 5/8"	7 1/2" x 5 1/8"	7" x 5"
	222 x 146 mm	216 x 143 mm	197 x 130 mm	178 x 127 mm
1/2 Vertical	4 1/4" x 11"	4 1/8" x 10 3/4"	3 5/8" x 10"	3 5/8" x 9"
	108 x 279 mm	105 x 273 mm	92 x 254 mm	92 x 229 mm
1/3 Vertical	3" x 11"	2 7/8" x 10 3/4"	2 1/2" x 10"	2" x 10"
	72 x 279 mm	73 x 273 mm	64 x 254 mm	51 x 254 mm
1/3 Square	5 1/2" x 5 1/2"	5 3/8" x 5 3/8"	5" x 5"	4 5/8" x 4 7/8"
	140 x 140 mm	137 x 137 mm	127 x 127 mm	117 x 124 mm
1/3 Horizontal	8 3/4" x 4 1/2"	8 1/2" x 4 1/4"	8" x 3 7/8"	7" x 3 3/8"
	222 x 114 mm	216 x 108 mm	197 x 98 mm	178 x 86 mm
1/4 Traditional	4 5/8" x 5 3/4"	4 1/4" x 5 5/8"	3 3/4" x 4 1/2"	3 3/8" x 4 7/8"
	117 x 146 mm	108 x 143 mm	95 x 114 mm	86 x 123 mm
1/4 Horizontal	8 3/4" x 3 3/8"	8 1/2" x 3 1/4"	8" x 2 7/8"	7" x 2 3/8"
	222 x 86 mm	216 x 83 mm	197 x 73 mm	178 x 60 mm

*Always keep live matter a half-inch (12 mm) from trim.

AD SPECIFICATIONS FOR MEATINGPLACE MAGAZINE CONTINUED

Printing Method: Web offset, perfect bound.

Color Proofs: One press-suitable proof (color lasers are NOT acceptable for press; they are permissible for ID purposes only).

Inserts: Contact the publisher about specifications for supplied inserts or for a quote on printing.

Send Print Advertising Materials to:

Production Manager

Meatingplace Magazine
c/o Marketing & Technology Group
1415 N Dayton St, Chicago, IL 60642 USA

Phone: 312-274-2204 **Fax:** 312-266-3385

Email: printmaterialsmp@meatingplace.com or **Upload:** <http://sendit.mtgmediagroup.com>

Digital Specification Highlights:

- The magazine is a 8 1/2" x 10 3/4" trim (216 x 273 mm), perfect-bound publication.
- Ad corrections to be made by publisher will be rebilled at a rate of \$150/hour and require original native files from the client.
- We require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop in CS3, CS4 or CS5 format.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts.

Online Specs: Web Ads for www.meatingplace.com

SEND WEB AD MATERIALS TO:

Production Manager

webmaterialsmol@meatingplace.com Phone: 312-274-2204 Fax: 312-266-3385

MATERIALS DUE

Unless otherwise indicated, all materials for web ads are due TWO (2) WEEKS prior to post date.

Meatingplace Lead System and Video Ad Option for Web Ads

Nearly all Meatingplace web ads can be enhanced with video. Potential customers can interact with ads in three ways: 1) Request a contact (sales lead); 2) click-through to visit your website; and 3) play a video.

BANNER AD

Your banner ad rotates randomly throughout Meatingplace.com.



728px X 90px

Display size: 728 (w) x 90 (h) pixels, 72 dpi gif or jpeg file

File size: 250k ideal, 400k max

Appears: At top of page, Run of Site

Materials needed:

1. Gif or Jpeg (flash not recommended for view on iPad or iPhone)
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: webmaterialsmol@meatingplace.com

Other: Flash is not recommended because iOS devices don't support it but if flash specifications are needed, [click here](#).

FRONT PAGE ICON AD

Your logo and 30-word message are featured on the home page of Meatingplace.com.

Static ads only – No animation

Logo: 80 (w) x 60 (h) pixels, 300 dpi gif or jpeg

File size: 250k ideal, 400k max

Headline: 8 words maximum

Copy: 30 words maximum


Appears: On Meatingplace.com home page

Materials needed:

1. Gif or Jpeg logo
2. 8 word headline and 30 words of copy maximum
3. URL (to generate click-throughs and drive traffic to your website)
4. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
5. Email GIF or jpeg logo, copy and URL to: webmaterialsmol@meatingplace.com

CONTACT MEATINGPLACE PRODUCTION

WEBMATERIALSMOL@MEATINGPLACE.COM | PHONE: 312-274-2204 | FAX: 312.266.3385



80px
X
60px

TOWER AD

Tower ads appear prominently throughout Meatingplace.com in the top of the right-hand column of the site. Most frequently on the highly-trafficked Daily News page as well as in Technical Articles, Supplier Showroom, Supplier Directory and many other sections.

Static ads only – No animation

Display size: 240 (w) x 400 (h) pixels, 72 dpi gif or jpeg

File size: 250k ideal, 400k max

Appears: Run of Site, most frequently on Daily News

Materials needed:

1. Gif or Jpeg
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website).
[Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: webmaterialsmol@meatingplace.com



NEWSSPOT AD

Your NewsSpot ad appears adjacent to Meatingplace.com's Daily News stories. Ads are impression-based, meaning that you pay only for actual views from a buying influence member.

- Beef News
- General News
- Retail News
- Foodservice News
- Special Feature
- Poultry News
- Legal/Regulatory News
- Food Safety
- Pork News
- Financial News

Animation: allowed only for the first three seconds of the ad and may not repeat

Display size: 250 (w) x 270 (h) pixels, 72 dpi gif or jpeg

File size: 250k ideal, 400k max

Appears: On Daily News page

Materials needed:

1. Gif or Jpeg
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website).
[Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: webmaterialsmol@meatingplace.com



BLOGSPOT AD

Your ad appears adjacent to one of Meatingplace.com Blogs. Ads are impression-based, meaning that you pay only when a buying influence member views your ad. Your ad can appear in any of the following blogs:

- **Animal Ag Watch by Hannah Thompson** – Identifies and responds to misinformation about the food
- **Chef's Table by Michael Formichella** – A culinary eye to meat product development for foodservice and retail.
- **Food (Safety) Fight by Richard Raymond, Ph.D.** – Dissects and debates food safety policies and proposals.
- **Working Safely by Steve Sayer** – Reducing injuries and illnesses on the plant floor.
- **Legally Speaking by Shawn Stevens** – A legal defense perspective for beef producers.
- **Meat Your Markets by Mark Graves** – Animal protein corporate strategy, management focus and marketing effectiveness.
- **Regs, Rules and Remedies by William James, Ph.D.** – Covering regulatory compliance and related topics.
- **The Center of My Plate by Lisa Keefe, Meatingplace editor** – Offers insight into the news and issues of the day for the poultry and meat processing industry.
- **The Meat Business by Gregory Bloom** – Selling meat and developing value added items as well as training chefs, retail meat cutters and food service sales people.

Animation: Only allowed for the first 3 seconds of the ad and may not repeat

Display size: 250 (w) x 270 (h) pixels, 72 dpi gif or jpeg

File size: 250k ideal, 400k max

Appears: Within Meatingplace Blogs; Advertiser Specifies Blog

Materials needed:

1. Gif or Jpeg
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website).
[Video specifications and upload instructions.](#)
4. Email GIF or jpeg and URL to: webmaterialsmol@meatingplace.com



TECHSPOT AD

Sample ad

Target buyers with precision using contextual advertising. TechSpot ads appear adjacent to highly relevant editorial content in the Technical Articles, Supplier Showroom and Supplier Directory sections of Meatingplace.com. Ads are impression-based, meaning that you pay only when a buying influence member views your ad. Select a topic area related to your brand from the list below. Generate highly qualified leads from click-throughs to your website.

- Castings
- Common Plant Equipment/Supplies
- Cooking/Freezing
- Cooking/Smoking/Frying
- Food Safety
- Further Processing Equipment
- Ingredients/Seasonings
- In-Plant Sanitation
- Packaging Accessories
- Packaging Machines
- Packaging Materials
- Pollution Control
- Poultry Cutting/Deboning
- Poultry Live Production
- Poultry Slaughter/Evisceration
- Red Meat Slaughter/Cutting
- Rendering
- Special Services
- Transportation
- Worker Safety

Headline: 5 words maximum

Copy: 25 words maximum

Materials needed:

1. 5 word headline and 25 words or less of copy
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
4. Email copy and URL to: webmaterialsmol@meatingplace.com

LOGO STOPPER AD

Logo Stopper ads appear within each product listing in the online Supplier Directory, enhancing your brand and providing a high-quality link from Meatingplace.com to your website.

145px X 34px

Logo: 145 (w) x 34 (h) pixels, 300 dpi gif or jpeg

File size: 250k ideal, 400k max

Materials needed:

1. Gif or Jpeg logo
2. URL (to generate click-throughs and drive traffic to your website)
3. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
4. Email GIF or jpeg logo and URL to: webmaterialsmol@meatingplace.com

ARTICLE SPONSORSHIP

Article sponsorships connect your brand with quality technical content in Meatingplace, the Processing Solutions e-newsletter and on Meatingplace.com. Your company's four-color logo and 50-words of copy appear below the article on Meatingplace.com.

Logo: 150 (w) x 150 (h) pixels, 300 dpi gif or jpeg

File size: 250k ideal, 400k max

Copy: 50 words maximum

Appears: Within the Technical Articles, Supplier Showroom and Supplier Directory sections



MATERIALS DUE

One month prior to magazine issue date

Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
5. Email GIF or jpeg logo, copy and URL to: webmaterialsmol@meatingplace.com

SHOWROOM SUPER SPONSORSHIP

A Showroom Super Sponsorship provides new product coverage in Meatingplace magazine, the Processing Solutions e-newsletter and in the Supplier Showroom on Meatingplace.com.

Product release: Word document

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

MATERIALS DUE

One month prior to magazine issue date

Materials needed:

1. Gif or Jpeg product photo
2. Product release word document
3. URL (to generate click-throughs and drive traffic to your website)
4. VIDEO (to generate video plays and drive traffic to your website). [Video specifications and upload instructions.](#)
5. Email GIF or jpeg product photo, product release and URL to: webmaterialsmol@meatingplace.com

SPONSORED CONTENT

Sample

Sponsored Content package includes:

- A synopsis of your white paper in the Sponsored Content area of the technical article index section for two weeks – with a link back to your website
- Front page icon ad for two weeks
- Article sponsorship – it will link to full white paper
- Second position in Processing Solutions e-newsletter – it will link to full white paper.
- Executive summary in the print issue
- Positioning in technical article search engine

MATERIALS DUE

White paper and synopsis due one month prior to posting date and other web ad materials are due two weeks prior to posting date.

Materials needed:

1. Whitepaper
2. 8 word headline and 30 words of copy for front page icon ad ([click here for specs](#))
3. 50 words of copy for article sponsorship ([click here for specs](#))
4. Gif or Jpeg logo
5. URL (to generate click-throughs and drive traffic to your website) for icon ad and article sponsorship
6. VIDEO (to generate video plays and drive traffic to your website).
[Video specifications and upload instructions.](#)
7. Email all items to: webmaterialsmol@meatingplace.com

Newsletters

SEND NEWSLETTER AD MATERIALS TO:

Production Manager

webmaterialsmol@meatingplace.com

Phone: 312-274-2204 Fax: 312-266-3385

MATERIALS DUE

Unless otherwise indicated, all materials are due TWO (2) WEEKS prior to e-newsletter date

NEWSMAKERS AM SPONSORSHIP

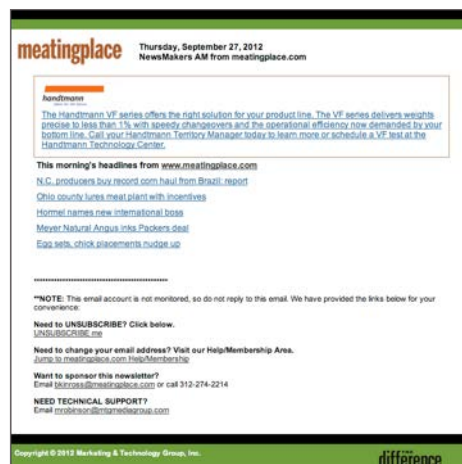
Logo: 145 (w) x 34 (h) pixels, 72 dpi gif or jpeg

File size: 250k ideal, 400k max

Copy: 50 words maximum

Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to: webmaterialsmol@meatingplace.com



NEWSMAKERS PM SPONSORSHIP

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

File size: 250k ideal, 400k max

Copy: 50 words maximum

Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to: webmaterialsmol@meatingplace.com



PROCESSING SOLUTIONS SUPER SPONSORSHIP

As a sponsor, your company is: 1) identified in the executive summary appearing in the table of contents of Meatingplace magazine; 2) has 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.

Logo: 150 (w) x 150 (h) pixels, 300 dpi gif or jpeg

File size: 250k ideal, 400k max

Copy: 50 words maximum

Video Option: Video specifications and upload instructions

Materials due: One month prior to magazine issue date

Materials needed:


1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to: webmaterialsml@meatingplace.com

meatingplace PROCESSING SOLUTIONS

PROCESSING SOLUTIONS SUPPLIER SHOWROOM SUPPLIER NEWS

BEST PRACTICES


THE RELEVANCE OF MARBLING TO THE BEEF INDUSTRY



Since the first National Beef Quality Audit (NBQA) in 1991 -- and recurring every five years -- identified quality challenges that limit growth in beef demand, the industry has made it a priority to address those concerns. Although some progress has been made in becoming more consumer-aware, continued improvement is necessary. The 2011 NBQA showed that "Eating Satisfaction" remains.... [Read More](#)

SUPPLIER SHOWROOM

HANDMANN INTRODUCES SPECIALIZED SNACK STICK STUFFER



The Handmann VF 600 series, known for its reliability, breaks new ground once again with the niche 16-vane Handmann VF 624 designed specifically for small portion, small-caliber cooked snack sticks. The innovative VF 624 features smaller calibers and longer lasting vanes dynamically controlled by Handmann servo systems to deliver highly accurate and adjustable small caliber portioning, even at high.... [Read More](#)

LAMELLAR GRINDING MACHINE WORKS ON HAND AND MACHINE KNIVES

GET A HOME-MADE SMASHED LOOK FOR BURGERS

ROBERT OGREN JOINS CHAD EQUIPMENT AS DIRECTOR OF SALES AND MARKETING

MULTISORB EXHIBITING AT ANNUAL MEAT CONFERENCE

WOOD B. NORVELL JOINS BIRKO AS TECHNICAL REP

PROVISUR NAMES VP OF GLOBAL PRODUCT MANAGEMENT

CHUCK TIPPMANN ANNOUNCES RETIREMENT

VISTA PACKAGING LAUNCHES WIENIE-PAK CELLULOSE CASINGS IN U.S.

f t g+

NOTE: THIS EMAIL ADDRESS IS NOT MONITORED, SO DO NOT REPLY TO THIS EMAIL. WE WOULD PREFERED THE LINKS BELOW FOR YOUR COMMENTS. NEED TO UNASSIGNMENT UNASSIGNMENT, WE NEED TO CHANGE YOUR EMAIL ADDRESS VISIT OUR WEBSITE MEMBERSHIP AREA. WANT TO SPONSOR THIS WEBSITE? EMAIL: MEMBERSHIP@MEATINGPLACE.COM OR CALL 312-274-2204. NEED TECHNICAL SUPPORT? EMAIL: TECHNICAL@MEATINGPLACE.COM

BLOGS E-NEWSLETTER SPONSORSHIP

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

File size: 250k ideal, 400k max

Copy: 50 words maximum

Materials needed:

1. Gif or Jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)
4. Email GIF or jpeg logo, copy and URL to: webmaterialsml@meatingplace.com

meatingplace
THE MEAT SOURCE

Monday, September 24, 2012

Not everyone is a fan of antibiotics Sponsored by Meatingplace Technology Group
For more information, visit www.meatingplace.com. For more information, visit www.meatingplace.com. For more information, visit www.meatingplace.com.

SAFETY ZONE BY JAMES HANSEN
Listeria, then and now
In April 2010, I attended a meeting at USDA Headquarters in Washington, D.C. in which FSIS Administrator Dr. Lister Crawford explained that the agency would consider... [Read More](#)

OTHER RECENT BLOGS

FOOD (SAFETY) FIGHT BY RICHARD BATHORND
Beef Heat Fabrication: High Tech or Low Tech?
In April 2010, I attended a meeting at USDA Headquarters in Washington, D.C. in which FSIS Administrator Dr. Lister Crawford explained that the agency would consider... [Read More](#)

EMOTION VERSUS FACTS BY YVONNE VEEZER THAYTON
Emotion versus Facts
Charlie Miller of the Center for Food Integrity spoke at the recent Symposium, Current Issues and Advances in Food Animal Marketing at the University of Arkansas... [Read More](#)

OUTRIPS TO THE CHASE BY RADUL BAXTER
Heavy and the useful idiots
As you know of the Swedish and most industries, I think you would agree that they are the recipients of much of the nonsense caused by hearsay and "The Useful Idiots"...

ACTIVELY WATCH BY SARAH HUBBARD
Is A Civil Discussion (About Meat) Possible?
Besides religion and politics, it seems like few topics are as polarizing these days as food. That's why I want to give major kudos to Ryan Goodman, a young... [Read More](#)

CHEF'S TABLE BY MICHAEL FORMICHELLA
New marketing perceptions
I recently had a discussion with several "C level" professionals in our industry. The first topic of the day was consumer perception and how quickly... [Read More](#)

WORKING SAFELY BY STEVE SAYER
Occupational safety in corrals, alleyways, slaughterhouses - part 2
An understanding of the behavior of livestock and equipment handling, release devices, and improve both handler safety and animal welfare... [Read More](#)

LEGALLY SPREADING BY SHAWN STEVENS
The danger of resistance to change
There is much debate in the United States today concerning the benefits of eating organic food. Consumers, it seems, are buying in. Sales of organic meats reached... [Read More](#)

SAFETY ZONE BY JAMES HANSEN
The Standard organic foods study holds lessons for the meat industry
Last week, researchers at Stanford University published a paper in Archives of Internal Medicine suggesting there is little evidence of additional health benefits from... [Read More](#)

CONTACT MEATINGPLACE PRODUCTION

WEBMATERIALSMOL@MEATINGPLACE.COM

PHONE: 312-274-2204

FAX: 312.266.3385

Video Enhanced

VIDEO ENHANCED AD SPECIFICATIONS

Nearly all Meatingplace web ads can be enhanced with video, providing another way for a prospect to engage with your brand.

Video Size: 500 MB

Duration: 3 minutes maximum (1-2 minutes recommended)

File Types: 3g2, 3gp, asf (streaming for Windows Media Player), avi, dv, flv (VP6), mov (QuickTime multimedia), mp4 (H.264), mpeg, mpg (MPEG-1 and MPEG-2), qt (QuickTime), wmv (Windows Media Video). FLV (VP6) files cannot be played on iOS and some Android devices.

Aspect ratios: 16:9 or 4:3

VIDEO UPLOAD INSTRUCTIONS

Step 1: Go to Site address: <http://sendit.mtgmediagroup.com>

Step 2: Fill out all required fields on page 1 of two-page upload form:

- Publication
- Advertiser Name
- Contact Name
- Phone Number
- Email Address
- Subject Line
- Description — identifying name for video & any special notes- you cannot go to next page without filling in every field

Step 3: Click NEXT to go to page 2 of two-page upload form

Step 4: Under SELECT A FILE prompt

- Browse system for appropriate video file to upload (You can add multiple files)

Step 5: Click SEND IT

- Video is uploaded to Meatingplace production department

Questions?

Contact Meatingplace Production Department at 312-274-2204

3rd-Party Trafficked Ads/Flash

3RD PARTY TRAFFICKED ADS

We accept third party trafficked ads on the website, but not in e-newsletters. Only ads from DoubleClick and Media Plex are fully integrated into our lead reporting system. **Contact your account executive** to make sure your third party trafficked ad provider is fully integrated with our system to receive maximum value for your web advertising. Please allow approximately 30 days for complete integration of 3rd party trafficked ads.

FLASH ADS

Because Flash is not supported on iOS mobile devices, your ad may not be viewable if designed in Flash.

Requirements for Flash ads

- **Dimensions:** 728 (w) x 90 (h) pixels
- **Flash versions:** All ads must be published to Flash Player version 4-9.
- **ActionScript version:** 2 only.
- **Include an alternate image:** A static .gif or .jpg version of the banner should be included (it must have the same dimensions as the Flash ad).
- **Cover stage:** The stage of the movie (the visible area) should be covered completely by an opaque shape or symbol. See instructions below for more information.
- **Clicktag:** Ads must make use of a clicktag. Please use all lowercase when naming this parameter (i.e. 'clicktag'). Instructions for adding a clicktag and the invisible button required are included below.
- **Remotely hosted content:** Remotely hosted content such as .swf, .flv, or image files is not allowed.

FLASH ADS CONTINUED

INSTRUCTIONS FOR CREATING A FLASH AD

When creating a Flash banner for Meatingplace, following these steps will ensure that the ad displays and functions correctly.

NOTE: Please use ActionScript 2.0 and target Flash Player 9 or earlier (see Step C). This prevents problems when viewers have an older version of the Flash Player installed. Loading remotely hosted content (.swf, .flv, or image files) is not allowed.

A. Create an invisible button

NOTE: If you know how to create an invisible button, skip to Step B.

1. Add a layer named "button" to your Flash movie and drag it to the top of the list of layers.
2. With the "button" layer selected, use the rectangle tool to create a rectangle the size of the stage (the viewable area in Flash).
3. Double-click the rectangle and hit the F8 key (or select Modify > Convert to Symbol).
4. Give your button a name and make sure that "Button" is selected. Click OK.
5. Double-click the button you just created to open it.
6. In the timeline, click the frame labeled "Hit" to select it, then hit the F6 key (or select Insert > Timeline > Keyframe).
7. Now click the frame labeled "Up" to select it, then hit the Delete key to delete its contents.
8. The invisible button has been created. Click the Scene 1 button below the timeline to return to the main timeline.

B. Add the ActionScript

1. Select the button and open the Actions window (select Window > Actions).
2. If a button action already exists, please delete it.
3. Making sure that the button is still selected, copy and paste the following ActionScript into the Actions window (NOTE: it must appear exactly as shown):

```
on (release) {  
    if (clicktag.substr(0,5) == "http:") {  
        getURL(clicktag);  
    }  
}
```

C. Cover the stage completely

Be sure that the entire stage (the visible part of the movie) is covered by shapes or symbols. This prevents the background color of the HTML page from showing through in the banner. Placing a rectangle in the bottom layer that covers the stage and is filled with a solid color or gradient (no alpha transparency) is the easiest way to achieve this.

D. Publishing settings

On the Flash tab in Publish Settings (File > Publish Settings), Flash Player 9 or earlier should be selected under Version. The ActionScript version should be 2.0. If you were planning to use ActionScript 3.0 or target Flash Player 9+, please see the note at the top of these instructions.

E. Send the Flash files

Please send the Flash banner to webmaterialsmol@meatingplace.com in both .fla and .swf formats, and include the destination URL for the banner.