

# media kit

marketing & technology group

The screenshot shows the CarneTec.com website. At the top, there is a navigation bar with the logo and a tagline: "La marca de calidad, compromiso, pasión y servicio y experiencia líder de la industria." Below this is a menu on the left with categories like "Página Principal", "Noticias Semanales", and "Artículos Técnicos". The main content area features an article titled "Operación y mantenimiento de los sistemas de masajeo" by John Gregerson. The article includes a photograph of a worker in a white uniform and cap operating a large industrial meat tumbler. A Polar logo is visible in the bottom right corner of the article's text area.

**Wolf-tec, inc. POLAR TECHNOLOGY**

**¡Las Masajeadoras Polar elaboran productos de más alta calidad más rápido!**  
 La masajeadora Polar de Wolf-tec ofrece una acción de masajeo que brinda rápida y uniforme dispersión de ingredientes a través del músculo entero, manteniendo la integridad del producto. Nuestro patentado Sistema de Guía de Temperatura acelera todo el proceso mejorando color, extracción de proteína y rápida absorción de humedad, mientras mejora los rendimientos. Entre aquí para pedir más información.

## Article Sponsorship

As the sponsor of a technical article, your company is identified as the sponsor in the CarneTips e-newsletter and online at CarneTec.com. Your company's four-color logo appears adjacent to the article and is accompanied by your copy. The Article Sponsorship is ideal for producing hard leads and branding.

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

**COPY:** 50 words maximum for the technical article sponsorship

**PLEASE REVIEW:** "Tips for Creating Effective Text-Based Ads" located under the "Advertise" tab of the online Media Kit. Appropriate tips are found under "Technical Article Sponsorship"

**MATERIAL DUE DATE:** 1 month prior to magazine issue date

**E-MAIL:** logo, copy and URL to webmaterials@meatingplace.com