

media kit

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CarneTec.com

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MENÚ

- Página Principal
- Noticias Semanales
- Artículos Técnicos
- Vitrina Tecnológica
- Proveedores
- Distribuidores
- Clasificados
- Recursos para Industria
- Calendario de Eventos
- Foro Para Usuarios
- Material de Publicidad
- Quiénes Somos
- Ayuda / Membresía
- Contactenos

El lugar en línea de la revista CarneTec

versión para imprimir

CONTENIDO OFRECIDO

Controlando la calidad y composición de la grasa para mejorar la estabilidad de la emulsión

Existen muchos factores que influyen la estabilidad de la emulsión en la masa cárnica. Sin embargo, la grasa y la manera en que ésta es manejada juega un papel muy importante cuando se desea obtener una emulsión estable. La grasa debe de ser reducida a pequeñas partículas para ser incorporada en la masa cárnica. Se debe de tener gran cuidado en este paso, puesto que si las partículas de grasa se reducen demasiado en tamaño esto puede llevar al rompimiento de la emulsión por dos razones

... más

NOTICIAS SEMANALES:

- México bloquea el ingreso de carne molida de bovino de JBS Swift Beef
- Argentina continua facilitando las restricciones a las exportaciones de carne
- Se discutirá potencial de la carne de porcino en la próxima TecnoCarne
- Confirman brote de aftosa en Colombia
- Uruguay: Primer país en contar con carne natural certificada
- Rusia veto a seis

Banner Ads

Your company's banner ad rotates randomly throughout CarneTec.com providing extensive branding opportunities on the meat and poultry's only pan-American web site.

DISPLAY SIZE 448 (w) x 60 (h) pixels, 72 dpi gif or jpeg file

FILE SIZE 250k ideal, 400k max

URL OR WEB ADDRESS LINK

DATE TO GO ONLINE

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CarneTec: Specifications

FLASH BANNER AD INSTRUCTIONS

When creating a Flash banner for Meatingplace.com, specific ActionScript code must be included. The following instructions describe how to place it in your Flash movie.

NOTE: Please use ActionScript 2.0 and target Flash Player 8 or earlier when creating banners (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. PUBLISHING SETTINGS

On the Flash tab in Publish Settings (File > Publish Settings), Flash Player 8 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.

D. SEND THE FLASH FILES

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