

media kit

marketing & technology group

The screenshot shows the 'meetingplace' website interface. At the top, there's a banner for 'Order online and save!'. Below that, a navigation bar includes 'SHORTCUTS' with links like Home, Daily News, and Technical Articles. The main content area features an article titled 'An in-depth look at E. coli interventions' by Robert Maddock, Ph.D. The article includes a photo of a petri dish with bacterial colonies. To the right of the article is a sidebar with 'Technology rules. Results matter.' and a list of pathogens. At the bottom of the article, there is a 'Related Information' box containing a circular logo for 'DUPONT QUALICON' and text describing their BAX® System Real-Time PCR Assay for E. coli O157:H7.

Related Information:

Revolutionary breakthroughs by DuPont Qualicon in food safety science make testing reliable, flexible and easy to use. One new example is the **BAX® System Real-Time PCR Assay for E. coli O157:H7** accurately detects all know sub-types of this pathogen in beef, trim and produce. Click here to request more information.

Article Sponsorship

As the sponsor of a technical article, your company is identified as the sponsor in either Meetingplace or POULTRY, in the e-newsletter and online. 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@meetingplace.com