

# media kit

marketing & technology group

The screenshot shows the Meatingplace website interface. The main content area features a blog post titled "Poultry perspective" by Yvonne Vizzier Thaxton. A red box highlights a "BlogSpot Ad" for "SIMPLE SOLUTIONS." which is also shown in a larger inset on the right. The sidebar includes a "Recent Posts" section with several article titles.

**SIMPLE SOLUTIONS.**

Feather Picking  
Gizzard Systems  
Cone Line Automation  
Skin Removal  
Darkmeat Deboning  
Portioning Systems

REDUCE PRE-CHILL  
SALMONELLA COUNTS  
We'll show you how...

Click here to keep it *simple!*

PRIME  
EQUIPMENT GROUP

## BlogSpot Ads

Your company's ad appears adjacent to a specific Meatingplace.com Blog. Ads are impression based, meaning that you are only charged when a buying influence member views your advertising message. BlogSpot ads are very targeted and are ideal for driving traffic to your web site and branding. Your ad can appear in any of the following blogs:

- Safety Zone by Dr. James Marsden — Practical food safety interventions at the plant level
- Cutting to the Chase by Raoul Baxter — Opinions and insights on current issues confront the meat industry
- Poultry Perspective by Dr. Yvonne Vizzier Thaxton — Practical impact of scientific, regulatory and business developments in the poultry industry
- Food (Safety) Fight by Dr. Richard Raymond — Dissects and debates food safety policies and proposals

**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

**MATERIAL DUE DATE:** 2 weeks prior to posting date

**E-MAIL:** ad material and URL to [webmaterials@meatingplace.com](mailto:webmaterials@meatingplace.com)