

media kit

marketing & technology group

Creating effective contextual ads

CONGRATULATIONS ON THE PURCHASE
OF YOUR CONTEXT-SENSITIVE ADVERTISEMENT.

As your marketing partner, we want to work closely with you to help you maximize the effectiveness of your web advertisement and turn your online ad dollars into measurable customer inquiries. Hard and soft leads generated from these ads will reinforce that you have made a sound investment by advertising on meatingplace.com and carnetec.com.

With that in mind, we offer the following guidelines. We strongly urge you follow these to ensure you create a sponsorship message that speaks directly to the context of the technical article or supplier directory category that you have chosen to sponsor.

Web advertising is used in B2B and B2C as an effective branding tool, but branding is just one of the factors that go into your customers' purchase decision. In much the same way that Google has revolutionized online consumer advertising, meatingplace.com and carnetec.com offer you context-sensitive advertising opportunities for the meat and poultry processing industries in North and Latin America.

Our new technical article sponsorships and techspot ads give you the ability to capture the attention of your customers when they are most likely to act— while they are researching solutions to specific operational problems.

Our authenticated membership system allows us to instantly identify when one of your customers reads one of our solution-focused technical articles and then deliver your context-sensitive ad perfectly pitched to the topic of the article or category of equipment being discussed.

MAKING CONTEXTUAL ADS RELEVANT

Much like sponsoring a processing seminar or educational course, these ads put you in the same virtual room with your customer to share your specific solution to a processing, maintenance or procurement challenge at the very moment when the customer's attention is focused on that challenge. Please follow the guidelines below for the creation and submission of ads for an effective context-sensitive ad on meatingplace.com or carnetec.com.

Guidelines for creating effective contextual ads

TECHNICAL ARTICLE SPONSORSHIPS

50-WORDS (MAXIMUM) OF TARGETED COPY:

- ⦿ Does your message directly address the theme or topic of the Technical Article?
- ⦿ Does it offer a specific, tactical solution to the reader?
- ⦿ Does your message include a call-to-action and accurate URL? Is the copy geared towards generating the type of lead (soft/hard) accompanying this ad type?
- ⦿ Discuss your call-to-action mechanism with your sales rep. He will help you determine how to maximize the meatingplace.com and carnetec.com ad tracking system.

LOGO MATERIAL

- ⦿ Electronic files for a Technical Article Sponsorship should be provided in an Encapsulated PostScript (EPS) format, minimum 266 dpi resolution

URL LINK

- ⦿ Does your URL link relate to the location on your website that pertains to the topic and your solution?

TECHSPOT ADS

3-5 WORDS HEADLINE (MAXIMUM)

20 WORDS (MAXIMUM) OF TARGETED COPY

- ⦿ Does your message directly address or pertain to the equipment, ingredient or services category you are sponsoring?
- ⦿ Does it promise a specific, tactical solution if the reader clicks-through?
- ⦿ Does your message include a call-to-action and accurate URL? Is the copy geared towards generating the type of lead (soft/hard) accompanying this ad type?
- ⦿ Discuss your call-to-action mechanism with your sales rep. He will help you determine how to maximize the meatingplace.com and carnetec.com ad tracking system.

URL LINK

- ⦿ Does your URL link relate to an accurate location on your website that pertains to the topic and your solution?

Please let us know if you have any questions or need additional help. 312-266-3311.