

media kit

marketing & technology group

The screenshot shows the Meatingplace website interface. At the top, there's a banner for "Reduce massaging time 50% or more". Below that, the site is identified as "The online home of POULTRY and meatingplace magazines". A sidebar on the left lists various categories like "Daily News", "Technical Articles", and "Supplier News". The main content area features an article titled "Tyson begins hiring in expansion of Iowa deli meat plant" by Tom Johnston on 6/26/2009. An advertisement for Curwood's "Lean. Green. Clean." Eco-Tite shrink bags is displayed within the article's text area. The ad includes the text: "New PVdC-Free Eco-Tite™ Shrink Bags with 25% More Source-Reduction Opportunity" and the Curwood logo.

The advertisement features a small potted plant in a clear plastic shrink bag. Below the image, the text reads: "Lean. Green. Clean." followed by "New PVdC-Free Eco-Tite™ Shrink Bags with 25% More Source-Reduction Opportunity" and the "CURWOOD" logo.

NewsSpot Ads

Your company's ad appears adjacent to Meatingplace.com's Daily News stories. Ads are impression based, meaning that you are only charged when a buying influence member views your advertising message. NewsSpot 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 categories of news stories:

<input type="radio"/> Beef News	<input type="radio"/> Special Feature	<input type="radio"/> Pork News
<input type="radio"/> General News	<input type="radio"/> Poultry News	<input type="radio"/> Financial News
<input type="radio"/> Retail News	<input type="radio"/> Legal/Regulatory News	<input type="radio"/> Market Trends
<input type="radio"/> Foodservice News	<input type="radio"/> Food Safety	

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