

media kit

marketing & technology group

Technology rules. Results matter.

DuPont Qualicon uses advanced technology to develop fast, accurate food diagnostics. Click here to request more info and learn about our latest BAX® system applications, including environmental Salmonella and next-day Listeria.

The screenshot shows the Meatingplace website interface. At the top, there's a navigation bar with 'RETURN ON INNOVATION' and the 'marel food systems' logo. Below that, a banner reads 'The online home of POULTRY and meatingplace magazines'. The main content area features an article titled 'Processing Technology: An in-depth look at E. coli interventions' by Robert Maddock, Ph.D. on 8/1/2009. To the right of the article is a TechSpot advertisement for DuPont Qualicon, which includes the headline 'Technology rules. Results matter.' and a 'KILL PATHOGENS ON CONTACT' section. A search bar is visible on the left side of the page.

TechSpot Ad

Your contextual ad appears adjacent to highly relevant editorial content in the technical articles, supplier showroom and supplier directory sections of Meatingplace.com. Ads are impression based, meaning that you are only charged when a buying influence member views your advertising message. TechSpot ads are extremely targeted and are ideal for producing hard leads.

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|------------------------------|-----------------------------------|----------------------------------|
| ○ Red Meat Slaughter/Cutting | ○ Poultry Live Production | ○ Poultry Slaughter/Evisceration |
| ○ Poultry Cutting/Deboning | ○ Common Plant Equipment/Supplies | ○ Further Processing Equipment |
| ○ Ingredients/Seasonings | ○ Casings | ○ Cooking/Smoking/Frying |
| ○ Cooling/Freezing | ○ Packaging Machines | ○ Packaging Accessories |
| ○ Packaging Materials | ○ In-Plant Sanitation | ○ Pollution Control |
| ○ Worker Safety | ○ Food Safety | ○ Rendering |
| ○ Transportation | ○ Special Services | |

HEADLINE: Maximum 5 words **COPY:** Maximum 25 words

PLEASE REVIEW: “Tips for Creating Effective Text-Based Ads” located under the “Advertise” tab of the online Media Kit.

URL OR WEB ADDRESS LINK MATERIAL DUE DATE: 2 weeks prior to posting date

E-MAIL: headline, copy and URL to webmaterials@meatingplace.com