meatingplace

PRINT & DIGITAL SPECIFICATIONS

Print Specs

AD SPECIFICATIONS FOR MEATINGPLACE MAGAZINE

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
Page	8 3/4" x 11"	8 1/2" x 10 3/4"	7 3/4" x 10"	7 1/2" x 10"
	222 x 279 mm	216 x 273 mm	197 x 254 mm	191 x 254 mm
Spread	17 1/4" x 11"	17" x 10 3/4"	15 1/2" x 10"	15" x 10"
	438 x 279 mm	432 x 273 mm	394 x 254 mm	381 x 254 mm
2/3 Vertical	5 1/2" x 11"	5 1/4" x 10 3/4"	4 3/4" x 10"	4 1/2" x 10"
	140 x 279 mm	133 x 273 mm	121 x 254 mm	117 x 254 mm
1/2 Island	5 1/2" x 8 1/4"	5 1/4" x 8 1/8"	4 3/4" x 7 1/2"	4 5/8" x 7 1/2"
	140 x 210 mm	133 x 203 mm	121 x 191 mm	117 x 191 mm
1/2 Horizontal	8 3/4" x 5 3/4"	8 1/2" x 5 1/2"	7 1/2" x 5"	7" x 5"
	222 x 146 mm	216 x 140 mm	191 x 127 mm	178 x 127 mm
1/2 Vertical	4 1/2" x 11"	4 1/4" x 10 3/4"	3 3/4" x 10"	3 3/8" x 10"
	117 x 279 mm	108 x 273 mm	95 x 254 mm	86 x 254 mm
1/3 Vertical	3 1/8" x 11"	2 7/8" x 10 3/4"	2 3/8" x 10"	2 1/4" x 10"
	79 x 279 mm	73 x 273 mm	60 x 254 mm	57 x 254 mm
1/3 Square	5 1/2" x 5 3/4"	5 1/4" x 5 1/2"	4 3/4" x 5"	4 1/2" x 5"
	140 x 146 mm	133 x 140 mm	121 x 127 mm	117 x 127 mm
1/3 Horizontal	8 3/4" x 4 1/2"	8 1/2" x 4 1/4"	8" x 3 7/8"	7" x 3 3/8"
	222 x 114 mm	216 x 108 mm	203 x 98 mm	178 x 86 mm
1/4 Traditional	4 1/2" x 5 3/4"	4 1/4" x 5 1/2"	3 3/4" x 5"	3 3/8" x 5"
	117 x 146 mm	108 x 140 mm	95 x 127 mm	86 x 127 mm
1/4 Horizontal	8 3/4" x 3 1/2"	8 1/2" x 3 1/4"	8" x 2 7/8"	7" x 2 3/8"
	222 x 90 mm	216 x 83 mm	203 x 73 mm	178 x 60 mm

*Always keep live matter a half-inch (12 mm) from trim.

AD SPECIFICATIONS FOR MEATINGPLACE MAGAZINE CONTINUED ——

Printing Method: Web offset, perfect bound.

Color Proofs: One press-suitable proof (color lasers are NOT acceptable for press; they are permissible for ID purposes only).

Inserts: Contact the publisher about specifications for supplied inserts or for a quote on printing.

> **Send Print Advertising Materials to:**
>
> **Email: printmaterialsmip@meatingplace.com** or **Upload to MTG File Transfer Site**

Digital Specification Highlights:

- The magazine is an 8 1/2" x 10 3/4" trim (216 x 273 mm), perfect-bound publication.
- Ad corrections to be made by publisher will be billed at a rate of $150/hour and require original native files from the client.
- We require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop in CS3, CS4 or CS5 format.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts.

MEATINGPLACE PRINT PRODUCTION SCHEDULE ——

ISSUE	SPACE CLOSING	MATERIALS DUE
January	December 2	December 17
February	January 2	January 15
March	February 3	February 17
April	March 3	March 17
May	April 1	April 15
June	May 1	May 15
July	June 2	June 17
August	July 1	July 15
September	August 1	August 15
October	September 2	September 15
November	October 1	October 15
December	November 3	November 17

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Online Specs: Digital Ads for www.meatingplace.com

BANNER AD

Your banner ad rotates randomly throughout Meatingplace.com.

728px X 90px
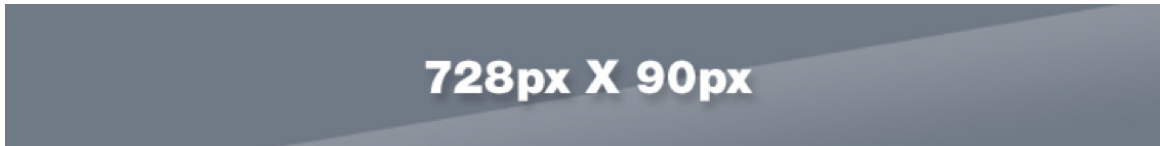
Display size: 728 (w) x 90 (h) pixels, 72 dpi GIF or JPEG file

File size: 250k ideal, 400k max

Appears: At top of page, Run of site

Items needed:
1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Other: Flash is not accepted. Animation allowed and may repeat.

FRONT PAGE ICON AD

Your logo and 30-word message are featured on the home page of Meatingplace.com.

80px X 60px

Static ads only – No animation

Logo: 80 (w) x 60 (h) pixels, 300 dpi GIF or JPEG

File size: 250k ideal, 400k max
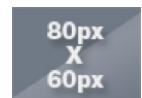
Headline: 8 words maximum

Copy: 30 words maximum

Appears: On Meatingplace.com home page

Items needed:
1. GIF or JPEG logo
2. 8 word headline and 30 words of copy maximum
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG, logo copy and URL to: webmaterialsmol@meatingplace.com

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TOWER AD

Tower ads appear prominently throughout Meatingplace.com at the top of the right-hand column of the site. Most frequently on the highly trafficked Daily News page as well as in Technical Articles, Supplier Showroom, Supplier Directory and many other sections.

Static ads only – No animation

Display size: 240 (w) x 400 (h) pixels, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Appears: Run of site, most frequently on Daily News

Items needed:
1. 1. GIF or JPEG
2. 2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

240px X 400px

NEWSSPOT AD

Your NewsSpot ad appears adjacent to Meatingplace.com's Daily News stories. Ads are impression-based, meaning you only pay for actual views from a buying influence member.

- Beef News
- General News
- Retail News
- Foodservice News
- Special Feature
- Poultry News
- Legal/Regulatory News
- Food Safety
- Pork News
- Financial News

Animation: Only allowed for the first three seconds of the ad and should not repeat

Display size: 250 (w) x 270 (h) pixels, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Appears: On Daily News page

Items needed:
1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Optional Video **Video specifications and upload instructions.**

Email GIF or JPEG and URL and video (Optional) to: webmaterialsmol@meatingplace.com

250px X 270px

BLOGSPOT AD

Your ad appears adjacent to one of the Meatingplace.com Blogs. Ads are impression-based, you pay only when a buying influence member views your ad. Your ad can appear in any of the following blogs:

- *A Marketer's Lens by Danette Amstein* – offers insight into consumer meat purchasing through the eyes of a market researcher.

- *Animal Ag Watch by Hannah Thompson-Weeman* – provides insights and commentary from the Animal Agriculture Alliance with an emphasis on impacts of animal activist activities on the meat and livestock industry.

- *Chef's Table by Michael Formichella* – offers a culinary perspective on meat product development for foodservice and retail.

- *Food Safe and Sound by Mindy Brashears* – focuses on food safety issues in the meat industry.

- *For the Birds by Christine Alvarado* – examines issues important to poultry processors.

- *Free-Range Thoughts by Jack Hubbard* – offers a Beltway perspective on meat industry issues.

- *Historically Speaking by Matt Sherman* – shares historic perspectives on meat industry issues.

- *Legally Speaking by Shawn Stevens* – offers a legal defense perspective for the meat industry.

- *Lessons from the Farm by Jacque Matsen* – shares a unique prospective on the world of agriculture and lessons learned from her father.

- *Meat Your Markets by Mark Graves* – focuses on animal protein corporate strategy, management focus and marketing effectiveness.

- *Omnivorous Opinions by Laura Zinger* – provides perspective on meat industry issues.

- *Pearls and Pork by Angie Krieger* – offers insightful commentary on meat industry issues.

- *The Center of My Plate by Meatingplace Editor-in-Chief Lisa M. Keefe* – delivers insight into the news and issues of the day for the poultry and meat processing industry.

- *The Meat Business by Gregory Bloom* – provides perspectives on selling meat and other industry issues.

- *Writer's Block by Meatingplace Editor Tom Johnston* – offers commentary on meat and poultry industry issues and news.

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

File size: 250k ideal, 400k max

Appears: Within Meatingplace Blogs; Advertiser Specifies Blog

Items needed:
1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Optional Video **Video specifications and upload instructions.**

Email GIF or JPEG, URL and video (Optional) to : webmaterialsmol@meatingplace.com

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TECHSPOT AD

Target buyers with precision using contextual advertising. TechSpot ads appear adjacent to highly relevant editorial content in the Technical Articles, Supplier Showroom and Supplier Directory sections of Meatingplace.com. Ads are impression-based, you pay only when a buying influence member views your ad. Select a topic area related to your brand from the list below. Generate highly qualified leads from click-throughs to your website.

- Casings
- Common Plant Equipment/Supplies
- Cooking/Freezing
- Cooking/Smoking/Frying
- Food Safety
- Further Processing Equipment
- Ingredients/Seasonings
- In-Plant Sanitation
- Packaging Accessories
- Packaging Machines

- Packaging Materials
- Pollution Control
- Poultry Cutting/Deboning
- Poultry Live Production
- Poultry Slaughter/Evisceration
- Red Meat Slaughter/Cutting
- Rendering
- Special Services
- Transportation
- Worker Safety

Headline: 5 words maximum

Copy: 25 words maximum

Items needed:
1. 1. 5 word headline and 25 words or less of copy
2. 2. URL (to generate click-throughs and drive traffic to your website)

Email copy and URL to: webmaterialsmol@meatingplace.com

LOGO STOPPER AD

Logo Stopper ads appear within each product listing in the online Supplier Directory, enhancing your brand and providing a high-quality link from Meatingplace.com to your website.

145px X 34px

Logo: 145 (w) x 34 (h) pixels, 300 dpi GIF or JPEG

File size: 250k ideal, 400k max

Items needed:
1. GIF or JPEG logo
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo and URL to: webmaterialsmol@meatingplace.com

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Video Enhanced

VIDEO ENHANCED AD SPECIFICATIONS

Select digital ads (250 x 270 pixels) have an option for a video viewed on **Meatingplace.com**.

Video Size: 500 MB

Duration: 3 minutes maximum (1-2 minutes recommended)

File Types: 3g2, 3gp, asf (streaming for Windows Media Player), avi, dv, flv (VP6), mov (QuickTime multimedia), mp4 (H.264), mpeg, mpg (MPEG-1 and MPEG-2), qt (QuickTime), wmv (Windows Media Video). FLV (VP6) files cannot be played on iOS and some Android devices.

Aspect ratios: 16:9 or 4:3

VIDEO UPLOAD INSTRUCTIONS

Step 1: Go to MTG file transfer site. Note: Our file transfer site can handle videos up to 100 MB. For larger files please use a file transfer site such as WeTransfer or DropBox.

Step 2: Fill out all required fields on page 1 of 2-page upload form.
  • Advertiser Name
  • Publication
  • Contact Name
  • Email Address
  • Phone Number
  • Description—include identifying name for video and any special notes-

Step 3: Select file to be uploaded, then click on UPLOAD.

Step 4: When all files are uploaded Click SUBMIT to upload (You can add multiple files)

Questions?
Contact Meatingplace Production Department at **WEBMATERIALSMOL@MEATINGPLACE.COM**

3rd-Party Trafficked Ads

3RD-PARTY TRAFFICKED ADS

We accept 3rd-Party trafficked ads on banner and tower ads on the website, but not in e-newsletters. Currently only ads from DoubleClick, Media Plex and Sizmek (formerly Media Mind/Eyeblaster) are fully integrated into our lead reporting system. **Contact your account executive** to make sure your 3rd-Party trafficked ad provider is fully integrated with our system to receive maximum value for your web advertising. Please allow approximately 30 days for complete integration of 3rd-Party trafficked ads.

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DIGITAL SPONSORED CONTENT

Sponsored Content package includes:

- **Sponsored content article** (Max 750 words; 500 recommended) and images (one per section) hosted on meatingplace.com.
- **Optional video** to appear within article.
- **Article sponsorship** includes logo, company URL and 50 words of supplied text (no phone numbers).
- **Process Innovations Newsletter** with sponsored content item containing a link to sponsored content article on meatingplace.com.

  A sponsored content item includes a company logo, URL and photo. (See sample on **page 14**.)
- **Eblast** – supplied html sent to desired Meatingplace subscribers.

Items needed:

1. Sponsored article text (Max 750 words; 500 recommended).
2. High resolution 300 DPI Photos for sponsored content article sized 540 (w) x 349 (h) pixels or 238 (w) x 166 (h) pixels. Limit one per section.
3. 50 words of copy for article sponsorship (no phone numbers).
4. EPS logo will be resized as needed for article sponsorship and Process Innovations newsletter
5. URL for article sponsorship

Photos, copy and logo can be uploaded **here**. Include company name, publication, URL and issue date for the executive summary.

Email Blast – Click **here** for 3rd party blast specifications. Send html to **psturgess@mtgmediagroup.com**

MATERIALS DUE

All materials will be due **TWO (2) WEEKS** prior to the post date for the article.

PRINT SPONSORED CONTENT

Supply print materials on same day as materials deadline on editorial calendar. Print magazine specifications apply.

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E-Newsletters

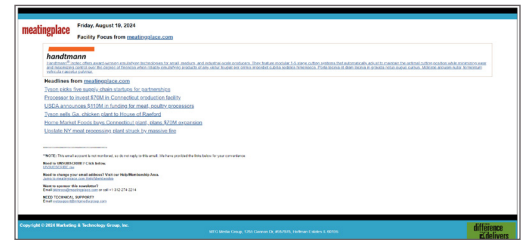### NEWSMAKERS AM SPONSORSHIP

Logo: 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo and URL to: webmaterialsmol@meatingplace.com
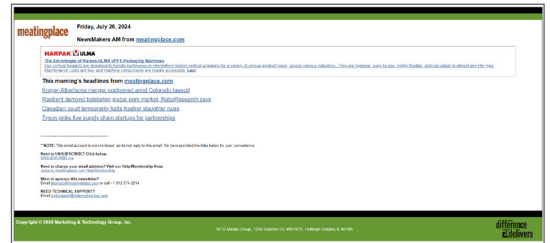
NEWSMAKERS PM SPONSORSHIP

Logo: 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo and URL to: webmaterialsmol@meatingplace.com
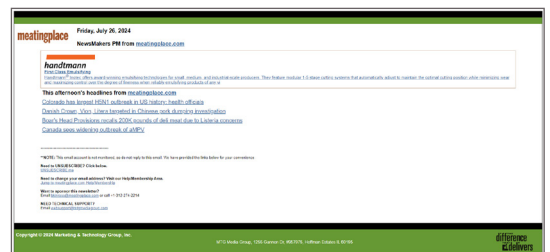
BREAKING NEWS SPONSORSHIP

Logo: 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo and URL to: webmaterialsmol@meatingplace.com

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SEND NEWSMAKERS AND BREAKING NEWS AD MATERIALS TO:
Production Manager
webmaterialsmol@meatingplace.com

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

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BLOGS E-NEWSLETTER SPONSORSHIP

Logo: 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo and URL to:
webmaterialsmol@meatingplace.com

MATERIALS DUE

All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND BLOGS E-NEWSLETTER AD MATERIALS TO:
Production Manager
webmaterialsmol@meatingplace.com

FACILITY FOCUS E-NEWSLETTER SPONSORSHIP

Logo: 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo and URL to:
webmaterialsmol@meatingplace.com

MATERIALS DUE

All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND FACILITY FOCUS E-NEWSLETTER AD MATERIALS TO:
Production Manager
webmaterialsmol@meatingplace.com

R&D MATTERS E-NEWSLETTER

Ad Position 1 is a text ad with logo that appears at the top of the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or jpeg logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo, copy and URL to:
webmaterialsmol@meatingplace.com

Ad Position 2 is a banner ad that appears within the newsletter.

Display size: 728 (w) x 90 (h) pixels

File size: 40kb max

Items needed:

1. GIF or JPEG, no animation allowed
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Ad Position 3 is a text ad with logo that appears within the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Ad Position 4 is a banner ad that appears at the bottom of the newsletter.

Display size: 728 (w) x 90 (h) pixels

File size: 40kb max

Items needed:

1. GIF or JPEG, no animation allowed
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND R&D MATTERS E-NEWSLETTER AD MATERIALS TO:
Production Manager webmaterialsmol@meatingplace.com

meatingplace | R&D Matters

Fresh takes on meat science for next-level ingredient and product quality solutions

SPONSORED MESSAGE

Achieve more with Hawkins; you can grow your business by leveraging our strengths.
You'll also have access to a large product line of clean label antimicrobials and traditional ingredients. Hawkins can also provide you with tailored solutions and custom blending. Hawkins is a reliable, domestic source that has been serving customers since 1938.

MEATINGPOD

EP172: R&D, food safety for organic meats

Brad Johnson, CEO, Verde Farms
In this episode, Brad Johnson, CEO of Verde Farms, outlines the challenges and processes to maintain innovations and safety standards for his company's line of 100% grass-fed and organic beef products. The Massachusetts-based processor is focused on keeping the lines of communication open with its retail customers, in addition to conducting its own research on consumer trends.

FEED THEIR SENSES FOR AUDIENCE APPEAL — KEMIN

TECH ARTICLE

AMSA Exclusive: Flavor development of individually vacuum-packaged beef steaks during extended wet aging
The objective of this study by five researchers from Texas Tech University was to determine the effect of vacuum rollstock packaging on the quality of individually packaged beef steaks during extended wet aging. — *by Samantha Barker, et al*

SPONSORED MESSAGE

When Security of Supply is essential, people turn to Hawkins — their reliable & trusted source since 1938. Hawkins provides domestically produced ingredients, clean label antimicrobials, phosphate alternatives and tailored solutions. Some of our domestically produced ingredients we supply include: Acetates, Benzoates, Calcium Chloride, Carbonates, Citrates, Diacetates, Dipotassium Phosphate, Disodium Phosphate, Lactic Acid, Lactates, Phosphoric Acid, Potassium Hydroxide, Propionates, Sorbates, Liquid & Dry Vinegar, and so much more.

BY THE NUMBERS

How likely are consumers to assume alt-meats are heavily processed?

52% That's the percentage who said so about meat substitutes that attempt to mimic meat, according to the Mintel "UK Meat Substitutes Market Report 2023."

" We do all our own R&D in-house, and we own all the IP for our recipes and processes. That's important because, before us, jackfruit hadn't been extensively researched or understood. We pioneered all of that, and we want to make sure we can fully take advantage of that knowledge. "

Annie Ryu, founder & CEO, jack & annie's and The Jackfruit Company
Read the article here

HAWKINS When SECURITY OF SUPPLY is essential, turn to Hawkins – your reliable & trusted source since 1938 — Domestically-Produced, High-Quality Ingredients

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INDUSTRY 4.0 CONNECT E-NEWSLETTER

Ad Position 1 is a text ad with logo that appears at the top of the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo, copy and URL to: webmaterialsmol@ meatingplace.com

Ad Position 2 is a banner ad that appears within the newsletter.

Display size: 728 (w) x 90 (h) pixels

File size: 40kb max

Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Ad Position 3 is a text ad with logo that appears within the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Ad Position 4 is a banner ad that appears at the bottom of the newsletter.

Display size: 728 (w) x 90 (h) pixels

File size: 40kb max

Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND INDUSTRY 4.0 CONNECT E-NEWSLETTER AD MATERIALS TO:
Production Manager **webmaterialsmol@meatingplace.com**

POULTRY PROCESSOR E-NEWSLETTER

Ad Position 1 is a text ad with logo that appears at the top of the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo, copy and URL to:
webmaterialsmol@meatingplace.com

Ad Position 2 is a banner ad that appears within the newsletter.

Display size: 728 (w) x 90 (h) pixels

File size: 40kb max

Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Ad Position 3 is a text ad with logo that appears within the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

Ad Position 4 is a banner ad that appears at the bottom of the newsletter.

Display size: 728 (w) x 90 (h) pixels

File size: 40kb max

Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsmol@meatingplace.com

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND POULTRY PROCESSING E-NEWSLETTER AD MATERIALS TO:
Production Manager webmaterialsmol@meatingplace.com

EQUIPMENT EXCHANGE E-NEWSLETTER SPONSORSHIP

Ad Position 1 is a text ad with logo that appears at the top of the newsletter.

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo, copy and URL to:
webmaterialsmol@meatingplace.com

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND EQUIPMENT EXCHANGE E-NEWSLETTER AD MATERIALS TO:
Production Manager webmaterialsmol@meatingplace.com

PROCESS INNOVATIONS E-NEWSLETTER

Showroom (Max 4 paid positions with photo)

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Photo: 500 (w) X 349 (h) pixels, JPEG (high resolution 300 dpi) AND

238 (w) X 166 (h) pixel (high resolution 300 dpi)

Copy: 100 words maximum

Items needed:

1. GIF or JPEG logo
2. JPEG photo (hi-res) (Can accept EPS or TIFF)
3. 100 words of copy or less
4. URL (to generate click-throughs and drive traffic to your website or video channel)

Email logo, photo, copy and URL to: products@mtgmediagroup.com

Sponsored Content
Included with Sponsored Content Package.

See page 7 for complete specifications.

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND PROCESS INNOVATIONS E-NEWSLETTER AD MATERIALS TO:
products@mtgmediagroup.com

PROCESS INNOVATIONS NEWSLETTER (CONTD.)

Non-Paid Coverage In Process Innovations Newsletter

Marketers can submit press releases and photos for consideration to **products@mtgmediagroup.com**.

Photo: 500 (w) X 349 (h) pixels, JPEG (high resolution 300 dpi) AND 238 (w) X 166 (h) pixel (high resolution 300 dpi)

Categories

Showroom – covers equipment and products for the meat processing industry

People On The Move – covers personnel appointments among processing companies and suppliers

Supplier News – includes company news (excluding products and personnel) from suppliers to the meat processing industry.

Send Press Releases and Photos To:
products@mtgmediagroup.com

meatingplace Process Innovations   July 2024

SUPPLIER SHOWROOM   PEOPLE ON THE MOVE   SUPPLIER NEWS

SHOWROOM

New clean-label natural nitrite solution

This water-soluble natural ingredient contains a minimum nitrite content of 22,500ppm, and is one of the newest advanced solutions for high-quality clean-label meat products.

SPONSORED CONTENT

Get Hooked on U.S. Tsubaki's Hot Dog & Sausage Chain

For manufacturers seeking advanced and reliable operation of hot dog and sausage processing, Tsubaki's Hot Dog & Sausage Hook chain is here to deliver unprecedented quality and be seamlessly integrated into your operation. It's built in Holyoke, MA and is available as a drop-in replacement on OEM equipment. Learn more.

TSUBAKI

PEOPLE ON THE MOVE

SEE announces new CEO and executive promotions

CloverLeaf Animal Welfare Systems promotes, adds executives

SUPPLIER NEWS

Wixon R&D Tech Center undergoes multimillion-dollar makeover

Tate & Lyle acquiring CP Kelco to create leading global food and beverage business

MEATINGPOD E-NEWSLETTER SPONSORSHIP

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

File size: 250k ideal, 400k max

Copy: 50 words maximum

Items needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG logo, copy and
URL to: webmaterialsmol@meatingplace.com**

MATERIALS DUE
All materials are due **TWO (2) WEEKS** prior to e-newsletter date.

SEND MEATINGPOD E-NEWSLETTER AD MATERIALS TO:
Production Manager
webmaterialsmol@meatingplace.com

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PODCAST PACKAGE SPONSORSHIP

A Podcast package sponsorship includes:

- 30-second midroll sponsor message/ad readout and sponsor acknowledgments
- Logo/sponsorship on the episode page of the podcast on meatingplace.com or alt-meat.net
- Logo/sponsorship in the related newsletter where the podcast is featured:

  Week 1: Poultry Processor

  Week 2: Industry 4.0 Connect

  Week 3: Alt-Meat News

  Week 4: R&D Matters

- Report with the name, title, company and email address of those who downloaded the podcast.

Sponsorship of the weekly MeatingPod e-newsletter is not included.

Items Needed

Text for 30-second audio message (75 words) can be uploaded **here**.

Logo and URL should be sent to **webmaterialsMOL@meatingplace.com**.

See Alt-Meat specifications for instructions on MeatingPod Sponsorship hosted on Alt-Meat.net and featured in Alt-Meat News.

MATERIALS DUE

All materials are due on the **LAST FRIDAY OF THE MONTH, TWO MONTHS PRIOR.** For example all June podcast materials are due on April 26. July podcast materials are due May 28. For production questions, contact Pam Sturgess at **psturgess@mtgmediagroup.com**

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Improve Email Campaign Results by Following Best Practices

BEST PRACTICES

CONTENT: Be sure your email is compelling. Try to educate, position your company as a thought leader, or provide a clear value to our subscribers.

SUBJECT LINES: Use an attention-getting subject line that reflects not only the content of the email but piques interest. Choose brief and direct language rather than clever plays on words. For optimal results keep it to less than 72 characters. Recipients can only see the first 23 characters. To avoid spam filter blocking do not use symbols, highlighting, boldface, italics or images, hyperbole, mention of money or questionable verbiage in the subject line.

FROM LINE: Your email's "from line" will be your company name. While some advertisers have tested from lines from one person, we do not recommend this because we are unsure how well those emails will get past spam filters.

CALLS TO ACTION: Be sure your call to action is clear. For example, CLICK HERE to get a sample, CLICK HERE to get in touch with our sales team, DOWNLOAD a copy of a white paper, or LEARN MORE.

IMAGES: Images included your email must be hosted on your server. This is very important. Images should be GIF or JPG files and include alternative text in the html code for each image. Alternative text should describe the image, and will appear if the recipient has blocked images in their settings.

DESIGN: Break up the content of your email into chunks, balancing copy and images. Use several images rather than one large image. Avoid long paragraphs. A width of 600 to 700 pixels (no wider) and depth of 1500 pixels will work best. Do not exceed a length of 3,000 pixels. The size of your HTML file shouldn't be any larger than 30K. The design should be mobile friendly.

Click here to download our best practices brochure

URLS: Both image URLs and URLs that link to landing pages should be no longer than 62 characters with no punctuation following the URL. Do not include pound sign (#), pipe delimiter (|), or blank spaces. Include absolute paths to images and use tables, not image maps. Long URLS can break and be unclickable, and contribute to higher spam scores.

OTHER REQUIREMENTS: Your full postal address will be included in the footer as well as an opt out link. This is to comply with U.S. email marketing laws. If your e-mails are compelling our audience generally will not opt-out.

TESTING: Meatingplace will test your email on a variety of devices and platforms to identify deliverability and spam issues and provide a report on what is causing the issues.

Issues can result in a delay of the deployment. **Submitting your files two weeks before deployment date is the best way to ensure the email is sent on your scheduled date.**

FOR QUESTIONS ABOUT EMAIL MATERIALS CONTACT PAM STURGESS
psturgess@mtgmediagroup.com

FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT REPRESENTATIVE.

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3RD-PARTY EMAIL MARKETING CAMPAIGNS

DESIGN AND CODING SPECIFICATIONS

HTML SPECIFICATIONS

1. HTML must be sent as an attachment
2. The recommended dimensions are 600 pixels (w) x 1500 pixels (h). Do not exceed 700 (w) x 3000 (h) pixels.
3. No file size should be larger than 30k
4. Avoid javascript, any scripting language and style sheets
5. Eblast must include the advertiser's physical address to comply with CAN SPAM laws

GRAPHICS SPECIFICATIONS

1. All images must be hosted on the advertiser's server
2. Coding for images can NOT include 'inline'
3. No image maps (tables instead)
4. Absolute paths to images
5. GIF or JPEG graphic format only
6. Image tags must include full URL

GUIDELINES FOR URLs

1. No URL longer than 62 characters (longer URLs can break and be unclickable)
2. No punctuation following a URL, especially periods
3. URL can NOT include pound sign (#), pipe delimiter (|), or blank spaces

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MATERIALS CONTACT PAM STURGESS
psturgess@mtgmediagroup.com

FOR QUESTIONS ABOUT SCHEDULING
AND LISTS CONTACT YOUR ACCOUNT
REPRESENTATIVE.

3RD-PARTY EMAIL MARKETING CAMPAIGNS

HOW TO SET UP YOUR EMAIL MARKETING CAMPAIGN

STEP 1:

Contact your account executive to confirm all send dates and circulation select.

3rd party email purchases include two emails to the selected list. The second email will be sent 7 days after the first email to anyone who hasn't clicked on the email. The subject lines and content may be different for each deployment.

STEP 2:

Send the required files and information to Pam Sturgess (psturgess@mtgmediagroup.com) TWO WEEKS PRIOR to the first deployment date.

- HTML files (sent as attachments) for the initial email and two additional emails (if different content)*
- Subject lines for all emails to be sent*
- Company name as you want it to appear in the "from line" and postal address.
- Seed list—email addresses of anyone you want to receive the live email.
- Suppression list. If you have done email campaigns before, send a copy of your suppression (or unsubscribe) list. If you don't maintain an unsubscribe list or do not wish to share, we will require a signed and dated copy of a suppression form.
- Email addresses of anyone you want to receive the test of the email. (You will receive a test of each send all at the same time)*
- Name and email of final approver of the test.

* NOTE: All emails are scheduled at one time and our email system does not permit us to change the HTML file, subject line or from line once campaign has been approved and scheduled

FOR QUESTIONS ABOUT EMAIL MATERIALS CONTACT PAM STURGESS
psturgess@mtgmediagroup.com

FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT REPRESENTATIVE.

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CONTACT MEATINGPLACE SALES OR PRODUCTION

SALES CONTACTS

Bill Kinross
VP, Group Publisher
Phone: +1 312-274-2214
Email: **bkinross@meatingplace.com**

John McMillan
Senior Account Executive
Phone: +1 402-203-4585
Email: **jmcmillan@meatingplace.com**

Karen Moriarty
Senior Account Executive
Phone: +1 630-877-4115
Email: **kmoriarty@meatingplace.com**

Jeff Sutley
Senior Account Executive
Phone: +1 551-427-2263
Email: **jsutley@meatingplace.com**

MEATINGPLACE PRODUCTION

Karen Ruesch
Production Manager
Phone: +1 312-274-2204
Email:

printmaterials@meatingplace.com
webmaterials@meatingplace.com

UPLOAD FILES:
http://sendit.mtgmediagroup.com
Follow the easy directions to upload files,
providing advertiser name and description.