

meetingplace

PRINT & DIGITAL SPECIFICATIONS

| Contents | Page(s) |
|--|----------------|
| Print Specs | 2-3 |
| Print Production Schedule | 3 |
| Online Specs | 4-7 |
| Video Enhanced Ad Specs | 8 |
| 3rd Party Trafficked Ads | 9 |
| Sponsored Content | 10 |
| E-Newsletters | 11-20 |
| Podcast Sponsorship | 21 |
| Email Best Practices | 22 |
| Third-Party E-mail Marketing Campaigns | 23-24 |
| Contacts | 25 |

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: printmaterialsmp@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 |

Online Specs: Digital Ads for www.meatingplace.com

SEND WEB DIGITAL MATERIALS TO:

Production Manager

webmaterialsmol@meatingplace.com

MATERIALS DUE

Unless otherwise indicated, all materials for web ads are due TWO (2) WEEKS prior to post date.

VIDEO

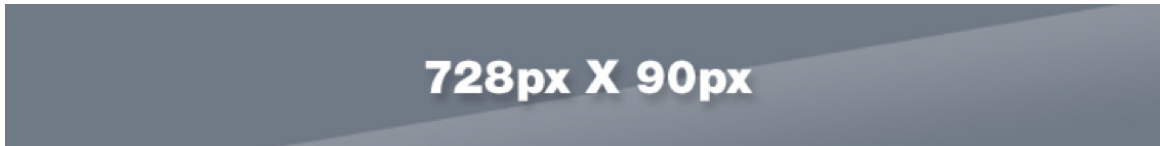
Meatingplace Lead System and Video Ad Option for Digital Ads

Meatingplace visitors can click on your digital ad and be directed to your website or other channel where they can view a video. Select digital ads (250px x 270px) have an option for a video that is viewed on Meatingplace.com.

[Video specifications and upload instructions.](#)

BANNER AD

Your banner ad rotates randomly throughout Meatingplace.com.



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.

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

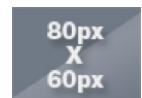
Copy: 30 words maximum

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



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. 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



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



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 : webmaterialsml@meatingplace.com

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.



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

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.

DIGITAL SPONSORED CONTENT

Sponsored Content package includes:

- **Sponsored content article** (Max 750 words; 500 recommended) and images (one per section) hosted on meetingplace.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 meetingplace.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.

NEWSMAKERS AM SPONSORSHIP

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

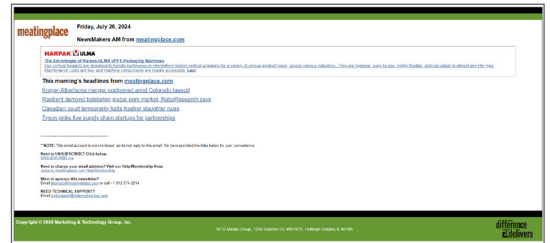
File size: 250k ideal, 400k max

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: webmaterials@meetingplace.com



NEWSMAKERS PM SPONSORSHIP

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

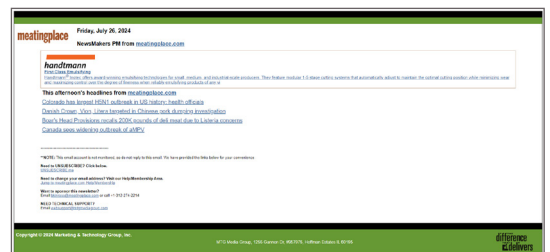
File size: 250k ideal, 400k max

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: webmaterials@meetingplace.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: webmaterials@meetingplace.com



SEND NEWSMAKERS AND BREAKING NEWS AD MATERIALS TO:
Production Manager
webmaterials@meetingplace.com

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

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@meetingplace.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@meetingplace.com



FACILITY FOCUS E-NEWSLETTER SPONSORSHIP

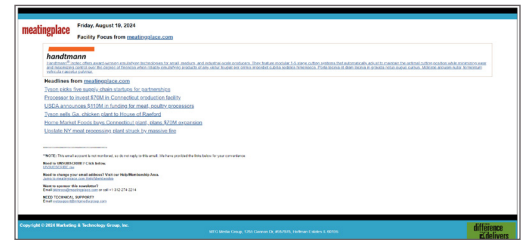
Logo: 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

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@meetingplace.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@meetingplace.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@meetingplace.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@meetingplace.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@meetingplace.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@meetingplace.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@meetingplace.com

The screenshot shows the layout of the R&D Matters e-newsletter. At the top left is the 'meetingplace' logo. To its right is the 'R&D Matters' logo. Below these is the headline: 'Fresh takes on meat science for next-level ingredient and product quality solutions'. The main content area is divided into several sections: a 'SPONSORED MESSAGE' for Hawkins, a 'MEATINGPOD' featuring Brad Johnson, CEO of Verde Farms, a 'TECH ARTICLE' about AMSA Exclusive: Flavor development of individually vacuum-packaged beef steaks during extended wet aging, another 'SPONSORED MESSAGE' for Hawkins, and a 'BY THE NUMBERS' section stating that 52% of consumers assume alt-meats are heavily processed. At the bottom, there is a quote from Annie Ryu, founder & CEO of Jack & Annie's and The Jackfruit Company, and a footer with the Hawkins logo and a list of ingredients: Acetates, Benzoates, Phosphates, Liquid & Dry Vinegar, Citrates, Lactates, Propionates, Sorbates & more!

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@meetingplace.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@meetingplace.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@meetingplace.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@meetingplace.com

The screenshot shows the layout of the 'Industry 4.0 Connect' e-newsletter. At the top, it features the 'meetingplace' logo and the 'INDUSTRY 4.0 Connect' title. Below this is a sponsored message from MULTIVAC, followed by a 'MEATINGFOOD' section with a video player and an article titled 'EP166: Plant automation the Butterball way' featuring Neal Walsh. Another sponsored message from SEE follows. The 'TECH ARTICLE' section includes an article on 'Incorporating automation into the cleaning process' by Chris Williams. Below that is another sponsored message from JARVIS. The 'BY THE NUMBERS' section highlights that 49% of respondents aged 18 to 34 want new and unique flavors in restaurants. A quote from Scott Greenberg is featured, and the newsletter concludes with a 'WE WEIGH, YOU WIN.' banner for MARCO.

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@meetingplace.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

The screenshot shows the layout of the Poultry Processor e-newsletter. At the top left is the 'meatingplace' logo. To its right is the 'POULTRY PROCESSOR' title. Below this is the tagline: 'Your go-to source for news and trends in poultry science and technology'. The main content area includes several sections: a 'SPONSORED MESSAGE' for BADER scalders, a 'MEATINGPOD' section featuring a video titled 'EP171: A guide to cultured meat safety, regulatory approval' with a photo of Kimberly Ong, a 'TECH ARTICLE' featuring a photo of Neal Walsh and the title 'MeatingPod Show Notes EP166: Neal Walsh, chief operating officer, Butterball, LLC', another 'SPONSORED MESSAGE' for the industry's most reliable wing segmenter, a 'BY THE NUMBERS' section with a large '16%' graphic and text about flexitarianism, a quote from Tom Super of the National Chicken Council, and a final banner for the Lindt CRYOLINE PB Plate Belt Tunnel Freezer.

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: webmaterialsml@meetingplace.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 webmaterialsml@meetingplace.com

meetingplace EQUIPMENT EXCHANGE

meetingplace EQUIPMENT EXCHANGE

NEW LISTINGS FEATURED THIS WEEK

Trees Cool Express

Available for Immediate Sale
Over 720 Sale Boxes 53 Refrigerated Containers with
Carrier Refrigeration Units, located in the Chicago/land area
For More Information or Questions Contact:
Gary Stager at 847-373-9603 or gary@polgroupinc.com
or [Click Here](#).

Used Equipment Marketplace

See many more models on the Equipment Exchange at Meetingplace.com

CASE PACKER - 2015

3000 gal. Clean Water Tanks. 2 Available

AMIAD SAF 1500 Self cleaning H2O Filters

PITCO Frialator - Single Basket Fryer from Test Kitchen

Find more used equipment on EQUIPMENT EXCHANGE.
New pieces posted every week.

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Karen Moriarty
kmoriarty@meetingplace.com
Phone: +1 630-877-4115

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.


Process Innovations

SUPPLIER SHOWROOM
PEOPLE ON THE MOVE
SUPPLIER NEWS

SHOWROOM

[Handtmann Inotec, Variomix](#)



Whether mixing with a traditional paddle mixer or our unique VarioMix, the forward-thinking design, optimized geometry and precision management of Handtmann Inotec mixing technologies has a huge impact on quality control, mixing times and batch-to-batch consistency.


[Smart connectivity system](#)

[New opportunities with digital solutions](#)


[Walls, ceiling panels with antimicrobial technology](#)

SPONSORED CONTENT

[Phage Technology: A Valuable Tool in Your Multi-Hurdle, Multi-Technology Approach](#)




At Arm & Hammer Animal and Food Production, we view the & symbol in our name as motivation to add value every day. From our researchers in the lab to our representatives in the field, we're always looking for new ways to help you succeed.




#EcoInnovated

PEOPLE ON THE MOVE


[Danfoss North America president John Galyen to retire in summer 2022](#)



[PSSI executive leaders take on new roles](#)



[Bion engages meat industry veteran to lead sustainable beef and livestock opportunity](#)



SUPPLIER NEWS

[Bettcher announces the passing of Paul Schroeder, long time Regional Sales Manager](#)

[Marel to acquire Wenger, global leader in processing solutions for food processing and agriculture](#)

[Poultry vaccine manufacturing facility becomes first Boehringer Ingelheim's certified as carbon neutral](#)

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

July 2024

meetingplace Process Innovations

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.



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



PRO-FAB
 Pro-Fab "Pro-Fast" is no joke. Just last week our install team finished the job the night before it was scheduled to start. Pro-Fab service continues to amaze partners with early deliveries and installations. Our techs take pride and treat our partner's facilities as if they were their own. Every time. No excuses. That's Pro-Fab "Pro-Fessionals!"




EP 148: The benefits of flexibility in food safety

Beyond managing the Center for Food Safety at the University of Georgia's College of Agricultural and Environmental Sciences, Dr. Diez-Gonzalez also is the co-author of recent research into the eradication of *Listeria monocytogenes* using blue light and specific polymers. In this episode of MeatingPod, he discusses progress in food safety management at processing plants, and the need for processors and researchers to maintain flexibility as pathogens adapt or emerge during the manufacturing stage. He also outlines the attributes food safety experts of the future will need as challenges in maintaining food safety standards evolve.



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[Listen to more episodes on ALT-MEAT.NET and MEATINGPLACE.COM](#)

EP 147: Unlocking the Asian market for alt-meats

Singapore, Hong Kong, China, Indonesia, Malaysia — Asia is fertile ground for meat analogue R&D. One would expect a region with such a long history with non-meat proteins and so many people to feed would be a slam-dunk for alt-meat marketers, right? As it turns out, the role of food in Asian cultures is fundamentally different from experiences in the Americas, Europe or Australia/New Zealand.

Kerl Matwick, linguist and senior lecturer at Nanyang Technological University in Singapore, has been studying the intersection of food and culture across the globe for years. In this MeatingPod episode, Matwick discusses the Asian consumers' experience and what non-Asian marketers often get wrong about building a customer base in these regions.

EP 146: High-tech development, implementation

Dr. Subbiah outlines how five U.S. academic institutions are working together to achieve what he describes as a "transformational change" in poultry production. The USDA-backed research focuses on such advances as automated pathogen identification at meat processing plants and new concepts in robotics aimed at boosting production efficiency and worker safety.

EP 145: USPOULTRY updates, IPPE preview

Dr. Heard shares inside information on research supported by U.S. Poultry & Egg Association and outlines how the latest outbreaks of highly pathogenic avian influenza (HPAI) are affecting members of the all-feather organization. She also provides a sneak peek on the upcoming International Production & Processing Expo (IPPE), the annual poultry industry gathering, which is scheduled for Atlanta in late January. USPOULTRY is a main sponsor of the convention that offers attendees the opportunity to attend educational programs and workshops to help them learn the latest on industry issues and best practices.

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 meetingplace.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@meetingplace.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



Eric Longtin, Agrimesh Technologies
EP170: Forging a path on the AI frontier

7/8/2024



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Comment email editors Print



In this episode, Erik Longtin, vice president of sales and operations, Agrimesh Technologies, outlines how artificial intelligence (AI) is opening doors for farmers, growers — and, even some processors — to increase operating efficiencies, reduce costs and generate valuable data that can help improve how their facilities work. The Canadian company currently works with a variety of food production and animal growers in both North and South America and is looking at new approaches to expand the use of AI systems to monitor and manage control systems across food production and related agricultural industries.

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meatingplace INDUSTRY 4.0 Connect

Helping your meat processing facility get smarter, faster, better in the digital era

52% Forging a path on the AI frontier

Eric Longtin, vice president of sales and operations, Agrimesh Technologies, outlines how artificial intelligence (AI) is opening doors for farmers, growers — and, even some processors — to increase operating efficiencies, reduce costs and generate valuable data that can help improve how their facilities work. The Canadian company currently works with a variety of food production and animal growers in both North and South America and is looking at new approaches to expand the use of AI systems to monitor and manage control systems across food production and related agricultural industries.

51% What environmental impacts of animal production are addressed across the sector?

75% the percentage of crop respondents who use precision farming to improve production. Addressed by 10% of crop respondents who use precision farming to improve production. Addressed by 10% of crop respondents who use precision farming to improve production.

"Testing is not an intervention, but a validation that your system worked.... The technology in the last 20 to 25 years has exploded. It started with E. coli, and right now virtually every single combo of beef trimmings is tested."

Mindy Bruckner, professor at Texas Tech, former USDA administrator of agricultural food safety

SEE Automation + Digital + Packaging

meatingplace R&D Matters

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

52% How likely are consumers to assume all meats are responsibly sourced?

75% the percentage of crop respondents who use precision farming to improve production. Addressed by 10% of crop respondents who use precision farming to improve production.

"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."

Alexa Rega, founder & CEO, Jack & Ann's, The Jackfruit Company

SEE Automation + Digital + Packaging

meatingplace POULTRY PROCESSOR

Your go-to source for news and trends in poultry science and technology

16% It's not necessarily animal waste vs. lab.

75% the percentage of people who consider themselves "meat eaters" in the U.S. and Canada.

"On one hand, marketers would prefer to have products that are viewed and used as 'Swiss army knives' so that a wide variety of eating occasions can be captured. On the other hand, more specific targeting of consumers' desires and needs are likely to find better success."

Tom Super, senior vice president of communications, National Chicken Council

SEE Automation + Digital + Packaging

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.

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: Meetingplace 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.**



[Click here to download our best practices brochure](#)

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

FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT REPRESENTATIVE.

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

FOR QUESTIONS ABOUT EMAIL
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.

CONTACT MEETINGPLACE SALES OR PRODUCTION

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webmaterials@meetingplace.com

UPLOAD FILES:

<http://sendit.mtgmediagroup.com>

Follow the easy directions to upload files, providing advertiser name and description.