

# meetingplace

## PRINT & DIGITAL SPECIFICATIONS

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## 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.

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

**Send Print Advertising Materials to:**

**Email:** [admaterials@meatingplace.com](mailto:admaterials@meatingplace.com) or  
upload to file transfer site <https://sendit.mtgmediagroup.com/>

### 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.
- 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.

## 2026 MEATINGPLACE PRINT PRODUCTION SCHEDULE

ISSUE	SPACE CLOSING	MATERIALS DUE
January	December 1	December 15
February	January 5	January 19
March	February 2	February 16
April	March 2	March 16
May	April 1	April 15
June	May 4	May 15
July	June 1	June 15
August	July 1	July 15
September	August 3	August 17
October	September 1	September 15
November	October 1	October 15
December	November 2	November 16

## Online Specs: Digital Ads for [www.meatingplace.com](http://www.meatingplace.com)

### SEND WEB DIGITAL MATERIALS TO:

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

### MATERIALS DUE

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

## BILLBOARD AD

Your banner ad rotates randomly throughout Meatingplace.com.



970px X 250px

**Display size (desktop)** 970 (w) x 250 (h) pixels, 72 dpi GIF or JPEG file

**Display size (mobile)** 300(w) x 250 (h) pixels, 72 dpi GIF or JPEG file

**File size:** 150k ideal, 450k max

**Appears:** At top of page, Run of site

### Items needed

1. GIF or JPEG in both mobile and desktop sizes
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIFs or JPEGs and URL to:** [admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

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



300px  
X  
250px

## NEWSSPOT AD

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970px X 250px

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
- Poultry News
- Legal/Regulatory News
- Food Safety
- Pork News
- Financial News

**Animation:** Allowed, may repeat

**Display size: (desktop)** 970 (w) x 250 (h) pixels, 72 dpi GIF or JPEG file

**Display size: (mobile)** 300(w) x 250 (h) pixels, 72 dpi GIF or JPEG file

**File size:** 150k ideal, 450kmax

**Appears:** On Daily News page

**Items needed:**

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

**Email GIF or JPEG and URL:** [admaterials@mtgmediagroup.com](mailto:admaterials@mtgmediagroup.com)



300px  
X  
250px

970px X 250px

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
- ***Beyond the Grind*** by Chris Williams—a unique perspective on meat industry issues
- ***Clearly Heard*** by Janet Riley—offers insight on meat industry issues
- ***Free-Range Thoughts*** by Jack Hubbard —offers insight on meat industry issues
- ***From the Ground Up*** by Sharon Beals—focuses on food safety in the meat industry.
- ***Historically Speaking*** by Matt Sherman—shares a historical perspective 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 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.

300px  
X  
250px

**Animation:** Allowed, may repeat.

**Display size (desktop)** 970 (w) x 250 (h) pixels, 72 dpi GIF or JPEG file

**Display size (mobile)** 300(w) x 250 (h) pixels, 72 dpi GIF or JPEG file

**File size:** 150k ideal, 450k 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)

**Email GIF or JPEG and URL to:** [admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

## AUDIENCE EXTENSION

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Audience Extension is a retargeting program that requires ads in five different sizes. These ads reach Meetingplace audience members as they search across the web.

**Display Sizes:**

300(w) x 250(h) pixels

728(w) x 90(h) pixels

160(w) x 600(h) pixels

300(w) x 50(h) pixels

320(w) x 50(h) pixels

**File Size:** 150 ideal, 250 maximum

**Site Retargeting:** Past 30-day Meetingplace visitors

**Appears:** Across the web

**Items needed:**

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

**For questions** about segmentation or geofencing contact your Meetingplace account executive.

**MATERIALS DUE**

All materials are due **TWO (2) WEEKS** prior to post date.

**SEND AUDIENCE EXTENSION DIGITAL MATERIALS TO:**

[admaterials@meetingplace.com](mailto:admaterials@meetingplace.com)

## DIGITAL SPONSORED CONTENT

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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 15](#))
- **Eblast**—supplied html sent to desired Meetingplace subscribers.

### Items needed:

1. Sponsored article text (unlimited).
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 [admaterials@meetingplace.com](mailto:admaterials@meetingplace.com)

### MATERIALS DUE

All materials will be due **TWO (2) WEEKS** prior to the ad closing for the print issue.

## PRINT SPONSORED CONTENT

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Supply print materials on same day as materials deadline on [page 3](#).  
Print magazine specifications apply.

## Newsletters

### NEWSMAKERS AM SPONSORSHIP

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

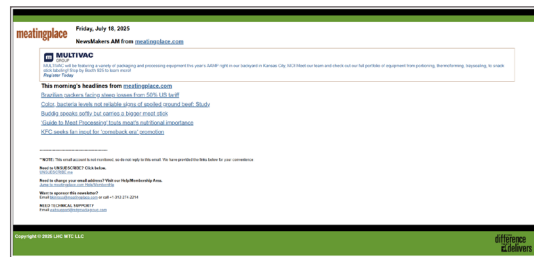
**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum, including headline and call to action.

**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:** [admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)



### NEWSMAKERS PM SPONSORSHIP

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

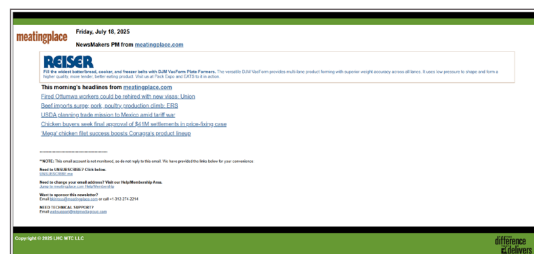
**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum, including headline and call to action.

**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:** [admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)



### BREAKING NEWS SPONSORSHIP

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

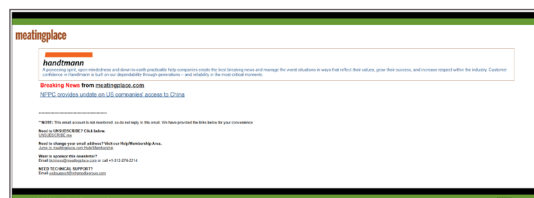
**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum, including headline and call to action.

**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:** [admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)



**SEND NEWSMAKERS AND BREAKING NEWS AD MATERIALS TO:**  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.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 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum, including headline and call to action.

**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)

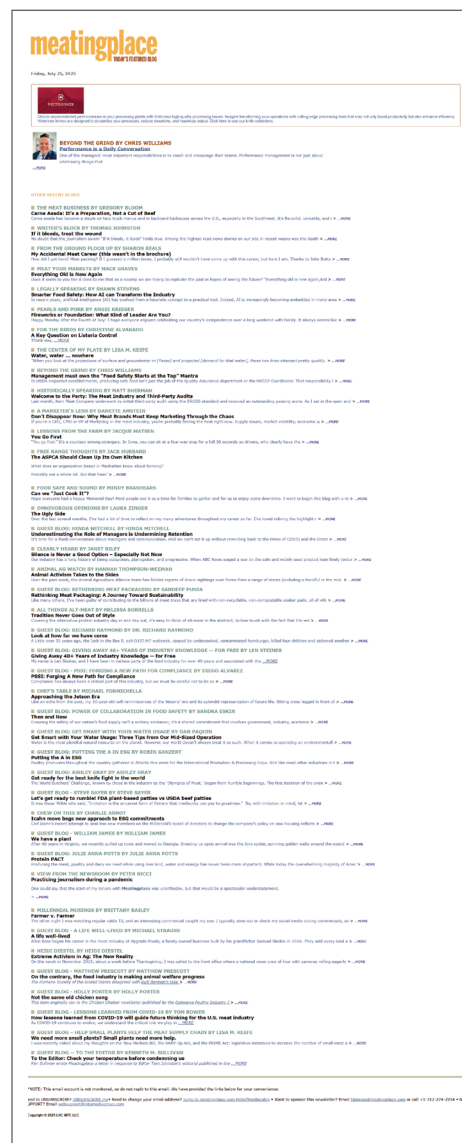
**Email GIF or JPEG logo, copy and URL to:**  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

### MATERIALS DUE

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

### SEND BLOGS E-NEWSLETTER AD MATERIALS TO:

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)



## SATURDAY 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, including headline and call to action.

**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:**  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

### MATERIALS DUE

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

**SEND MEETINGPLACE SATURDAY AD MATERIALS TO:**  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

meatingplace

meatingplace.com

## MEETINGPLACE SATURDAY

June 21, 2025

**cantrell-gainco**

GROUP The Industry's Most Reliable Wing Segmenter  
 The Cantrell-Gainco Wing Segmenter is designed to offer flexibility, reliability, and accuracy to your operation. With unmatched performance, our solution can process up to 180 wings per minute on a processing line or as a standalone application. Click the link below to learn to increase your profit and performance.  
[Learn more>>](#)

This week, **Meatingplace** covered the aftermath of the Glenn Valley ICE raid, a deadly Listeria outbreak, exec movement and more.



**Glenn Valley rebuilds after ICE raid detains workers, details ID theft scheme**

**Miscarriage, 3 deaths linked to Listeria prompt chicken recall**

**Texas processor taps ex-Cargill exec for supply chain director**

**Chicken companies agree to pay multi-million-dollar settlements to buyers**

**Company Profile: Northwest Meat Company's lasting relevance**

**LISTEN to MeatingPod: How Land O'Frost developed its hot honey offerings**

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Need to UNSUBSCRIBE? Click below:  
[UNSUBSCRIBE.me](#)

Need to change your email address? Visit our Help/Membership Area.  
[Jump to meatingplace.com/Help/Membership](#)

Want to sponsor this newsletter?  
 Email [ldmross@meatingplace.com](mailto:ldmross@meatingplace.com) or call +1-312-274-2214

NEED TECHNICAL SUPPORT?  
 Email [webupport@mtmediagroup.com](mailto:webupport@mtmediagroup.com)

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## FACILITY FOCUS E-NEWSLETTER SPONSORSHIP

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

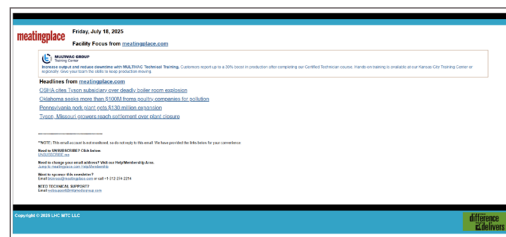
**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum, including headline and call to action.

**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:**  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)



### MATERIALS DUE

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

### SEND FACILITY FOCUS E-NEWSLETTER SPONSORSHIP MATERIALS TO:

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

## INDUSTRY 4.0 CONNECT 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, including headline and call to action.

**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:**

[admaterials@meatingplace.com](mailto:admaterials@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:**

[admaterials@meatingplace.com](mailto:admaterials@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, including headline and call to action.

**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, copy and URL to:**

[admaterials@meatingplace.com](mailto:admaterials@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:**


[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

meatingplace

meatingplace.com


# INDUSTRY 4.0 CONNECT


July 14, 2025



Eliminate belt breakage, foreign material contamination (FMC) risk, and downtime caused by sprocket migration with Intralox® CleanLock™ sprockets. Designed to maintain their own alignment on the shaft without retaining components. CleanLock sprockets ensure proper belt tracking and load sharing. Plus, they're quickly and easily installed onto a specially machined shaft—available from Intralox—using just a screwdriver.

**This week in the connected plant: Shelf life, 'Factory of the Future' and the best of IFFA automation**






**MULTIVAC GROUP**

**Shelf life: Here are your crib notes for the supply chain's final exam**

**Get smart: Pairing employees with automation creates mutual opportunities for growth**

**As you're putting Industry 4.0 in place, pay attention to your human resources, too**


**SPONSORED MESSAGE**




Streamline production, cut labor costs, and boost accuracy with Computerway Food Systems' automation solutions. From intake to packaging, our innovations in labeling, weighing, and scanning deliver real-time data, full traceability, and labor-saving efficiency that improves your bottom line. Smarter systems. Stronger results.

**Editor's Choice: Meat & Greet, from the journal Appetite**

**LISTEN to MeatingPod: Ep. 219: Five things we learned at IFFA 2025**

Sponsored by  **MULTIVAC GROUP**



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[UNSUBSCRIBE](#)

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[Link to meatingplace.com/Help/Membership](#)

Want to sponsor this newsletter?  
Email [advertising@meatingplace.com](mailto:advertising@meatingplace.com) or call 214-212-274-2214

NEED TECHNICAL SUPPORT?  
Email [technicalsupport@meatingplace.com](mailto:technicalsupport@meatingplace.com)

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### MATERIALS DUE

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

### SEND INDUSTRY 4.0 CONNECT NEWSLETTER AD MATERIALS TO:

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

## POULTRY PROCESSOR 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, including headline and call to action.

**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:**

[admaterials@meatingplace.com](mailto:admaterials@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:**

[admaterials@meatingplace.com](mailto:admaterials@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, including headline and call to action.

**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, copy and URL to:**

[admaterials@meatingplace.com](mailto:admaterials@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:**

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

### MATERIALS DUE

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

### SEND POULTRY PROCESSOR NEWSLETTER AD MATERIALS TO:


[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

meatingplace

meatingplace.com


# POULTRY PROCESSOR

July 22, 2025




**The Industry's Most Reliable Wing Segmenter**  
The Cantrell-Gainco Wing Segmenter is designed to offer flexibility, reliability, and accuracy to your operation. With unmatched performance, our solution can process up to 180 wings per minute on a processing line or as a standalone application. Click the link below to learn to increase your profit and performance.  
[Learn more>>](#)

This week in poultry processing: Better, more sustainable frying; weighing in on HPAI, and one expert's take on the tournament system



Quick & Accurate Grading for Maximum ROI



**Intelligent evisceration management with Nuova-I**  
Automate adjustments and switch flock settings instantly with the Nuova-I eviscerator, to get optimum performance, highest hygiene, and uniform, compact viscera packs. Gain real-time performance insights and remote support capabilities, showcasing unparalleled connectivity and digitalization in evisceration.

**Valorize those poultry waste streams**


**Out with the bath water?**

**Key considerations in introducing prebiotics to improve poultry performance and food safety**

**HPAI: A game of inches**

**Editor's choice: Retrofitting the tournament system for US broiler growers**

**Ep. 220: It's mid-2025 — Do you know where your alt-meats are?**



**YOUR PROCESSING PARTNERS**  
Cut It, Grind It, Form It, Process & Package It

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[Jump to meatingplace.com Help/Membership](#)

Want to sponsor this newsletter?  
Email [blinross@meatingplace.com](mailto:blinross@meatingplace.com) or call +1-312-724-2214

NEED TECHNICAL SUPPORT?  
Email [webssupport@mtgmediagroup.com](mailto:webssupport@mtgmediagroup.com)

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### 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, including headline and call to action.

#### 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 GIF or JPEG logo, photo, copy and URL to:**  
[products@mtgmediagroup.com](mailto:products@mtgmediagroup.com)

### Sponsored Content

Included with Sponsored Content Package.

See [page 8](#) for complete specifications.

### MATERIALS DUE

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

### SEND INNOVATIONS E-NEWSLETTER AD MATERIALS TO:

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

## meatingplace Process Innovations

July 2025

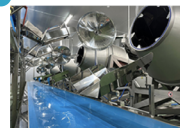
SUPPLIER SHOWROOM

PEOPLE ON THE MOVE

SUPPLIER NEWS

#### SHOWROOM

High productivity, turn-key thawing operations from Metalquimia



The use of D-ICER Thawing Technology combined with the D-BREAKER press, optimizes the thawing process offering great advantages. Explore with us these options that are the most competitive defrosting systems on the market.



#### 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

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### Non-Paid Coverage In Process Innovations Newsletter

Marketers can submit press releases and photos for consideration to [products@mtgmediagroup.com](mailto: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](mailto:products@mtgmediagroup.com)

meatingplace

Process Innovations

July 2025

SUPPLIER SHOWROOM

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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.

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## MEATINGPOD SPONSORSHIP

### A MEATINGPOD sponsorship includes:

- 30-second midroll sponsor message/ad readout and sponsor acknowledgments
- Logo/sponsorship on the episode page of the podcast on [meatingplace.com](http://meatingplace.com)
- Logo/sponsorship in the Meatingpod newsletter
- Report with the name, title, company and email address of those who downloaded the podcast.

**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, including headline and call to action.

### 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)

Send GIF or JPEG logo, copy and URL to  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)





Ep. 170: Forging a path on the AI frontie  
MeatingPod

00:00 | 18:22

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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.


Facebook Tweet LinkedIn Email ShareThis

Comment email editors Print

### 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  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)



MEAT · POULTRY · BAP  
INDUSTRY &O  
ALTERNATIVE PROTEINS

JESSE H. NEAL AWARD WINNER

INTERVIEWS WITH THE  
PEOPLE THAT POWER THE  
PROTEIN SUPPLY

**REISER**

Looking for a reliable form-fill/seal packaging machine that consistently produces packages with high-quality seals that maximize shelf life? Reiser FFS machines produce vacuum, MAP, and VSF packages that reliably extend product freshness and shelf life. Entry-level to high-speed models available. Plan to visit us at Pack Expo and EATS to see all our packaging machines in action.

**Ep. 220: It's mid-2025 — Do you know where your alt-meats are?**

After a white-knuckle first half of the year, the meat alternatives sector stares down the rest of calendar 2025 from a position of retail weakness. Sales trends that seemed poised to turn positive again at the end of last year, didn't materialize, and our consumer sentiment could easily drown other, more optimistic economic indicators. Chris DuBois, Circana's executive vice president and Perimeter Practice Leader, once again brings his insights to MeatingPod, discussing what's happened so far this year, what he expects for the rest of 2025, and how alternative meat processors can position themselves for retail success now.

[Listen Now](#)

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

**LISTEN to MeatingPod: Ep. 219: Five things we learned at IFFA 2025**

Every three years the shiniest and newest technologies in meat processing are put on display in Frankfurt at the IFFA trade show. Meatingplace has been in attendance for decades, and this year, managing editor Peter Thomas Ricci did the honors. He came back from Germany with fat stacks of notes on what he'd seen. He did us the favor of trimming all those observations down into a few choice technologies he shares with us on this Editors Roundtable episode of MeatingPod. In the episode, Peter refers to a series of articles exclusively published in Meatingplace related to meat texture and "mouth behavior." You can read those articles [here](#) and [here](#).

**Hang glide: New tech for the hardest job in a poultry plant**

Picking up 5- or 10-pound weights at the gym doesn't seem like such a heavy lift, but most people only do it for a few minutes at a time. Try lifting those weights for an entire workday, 130 times a minute. The job of rehanging carcasses on shackles after going through the chiller is one of the most difficult stations on the line to keep staffed. That's why Georgia Tech Research Institute's Konrad Ahlin spent the last several years devising a solution that all but eliminates the stress and the potential for injury. In this episode of MeatingPod, Ahlin explains how his "rehang shackle device" works.

**EP216: Flavor innovation in the deli department**

Developing new products that attract consumer attention is a goal for all food manufacturing companies, and Land O'Frost, a manufacturer of specialty meats and packaged deli meats, is no exception. Julie Lubash, director of research and development and innovation at Lansing, Illinois-based Land O'Frost, provides insights on how the family-owned company developed one of its newest innovations: a line of premium chicken breast and ham deli products featuring hot honey flavors. She outlines how a consumer shift toward protein-rich snacking is inspiring meat companies to keep an eye on the types of new products that will boost consumer attention, along with sales.

JESSE H. NEAL AWARD WINNER

**meatingplace**

## Improve Email Campaign Results by Following Best Practices

### EMAIL MARKETING BEST PRACTICES AND SPECS

**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:** 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  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.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

### How to set up your email marketing campaign

**STEP 1:** Confirm all send dates and the circulation select with your sales person/account executive.

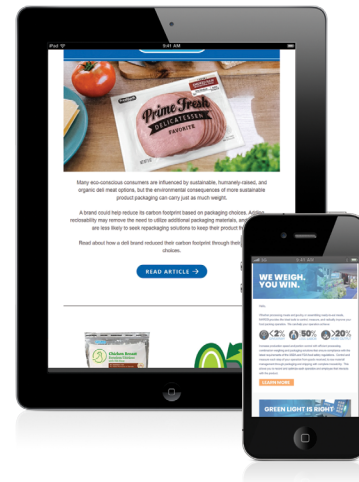
**3rd party email purchases include two emails to the selected list.** The second email will be sent 7 days after the first email to anyone who hasn't clicked on the email. The subject lines and content may be different for each deployment.

**STEP 2:** Send the required files and information to [admaterials@meatingplace.com](mailto:admaterials@meatingplace.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.



#### PRODUCTION CONTACT

For questions about Email materials, contact production  
[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

#### SCHEDULING AND LISTS CONTACT

For questions about scheduling and lists, contact your account executive.

## SHORT FORM VIDEO SPONSORSHIP

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Exclusive sponsorship of one out of four short (1–2 min) editorial interviews with meat/poultry processors and non-supplier industry experts recorded at industry trade shows.

Option to include a 10-second pre-roll video (either pre-recorded or custom-branded)

**Distribution:** Hosted on Meatingplace.com, callout in NewsMakers daily newsletter, geofenced targeting around industry trade shows, newspot ads

Limited to four companies per trade show.

**Supplied video specs:**

**Duration:** 10 seconds

**File Type:** MP4 format at 1080 pixel resolution (1920 (w) x 1080 (h) pixels.

**Aspect ratios:** 16:9

**Step 1:** Go to MTG file transfer site. <https://sendit.mtgmediagroup.com/>

**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)

### MATERIALS DUE

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



## SALES CONTACTS

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### Bill Kinross

VP, Group Publisher

Phone: +1 312-274-2214

Email: [bkinross@meatingplace.com](mailto:bkinross@meatingplace.com)

### John McMillan

Senior Account Executive

Phone: +1 402-203-4585

Email: [jmcmillan@meatingplace.com](mailto:jmcmillan@meatingplace.com)

### Karen Moriarty

Senior Account Executive

Phone: +1 630-877-4115

Email: [kmoriarty@meatingplace.com](mailto:kmoriarty@meatingplace.com)

### Jeff Sutley

Senior Account Executive

Phone: +1 551-427-2263

Email: [jsutley@meatingplace.com](mailto:jsutley@meatingplace.com)

## MEATINGPLACE PRODUCTION

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### Karen Ruesch

Production Manager

Phone: +1 312-274-2204

### Amy Carter

Production Manager

Phone: +1 773-376-0344

Email:

[admaterials@meatingplace.com](mailto:admaterials@meatingplace.com)

UPLOAD FILES:

<https://sendit.mtgmediagroup.com>

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