



# AGRIBUSINESS

**POULTRY | FEED | PIG**

Media Kit 2016



# WATT AGRIBUSINESS

WATT Global Media provides digital, online, print and live event solutions that connect your company to nearly 88,000 professionals in global agribusiness.

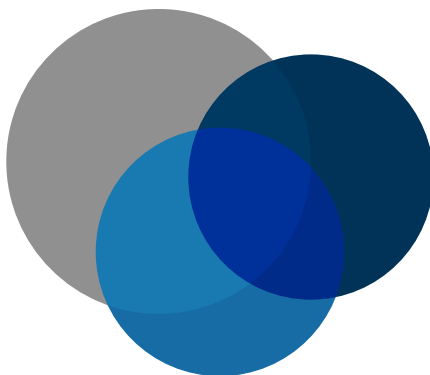
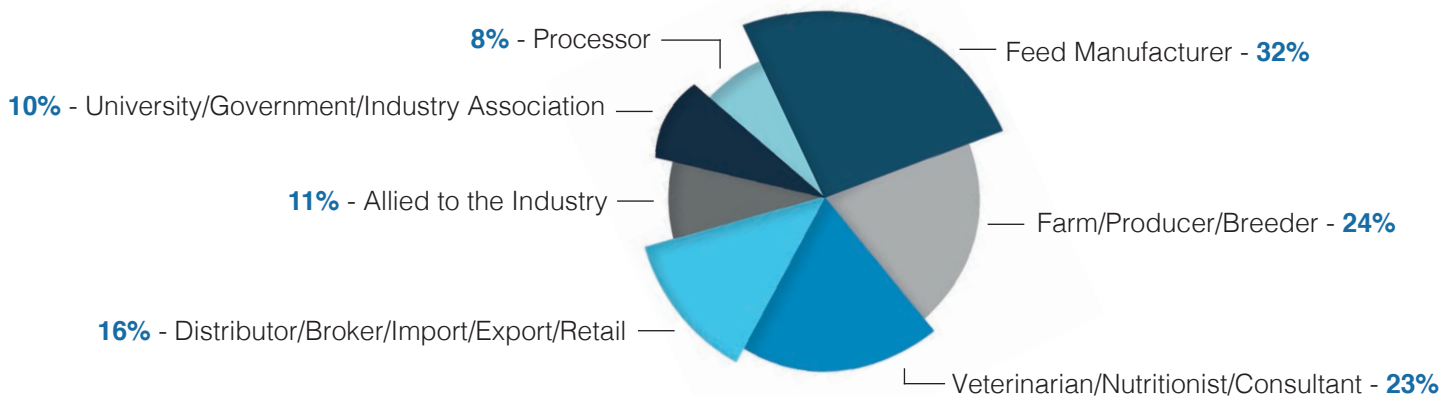
**Focus on Audience:** Data-driven behavioral insight will maximize your marketing & communication results.

**Unique Capabilities:** Reach professionals engaged in multiple media channels with digital products, magazines and live events.

**Premium Content:** Connect buyers to your brand through their engagement with exclusive market reports, industry data, company profiles and up-to-the-minute industry news.

## PRIMARY BUSINESS & INDUSTRY PROFILE

\*Percentages based on consensus data



## AGRIBUSINESS INDUSTRY AUDIENCE ENGAGEMENT

- Magazines
- e-newsletters
- Website registrants, webinars, white papers, custom publications

**TOTAL** agribusiness industry audience reach (unduplicated): **87,935**

## GEOGRAPHICAL BREAKDOWN



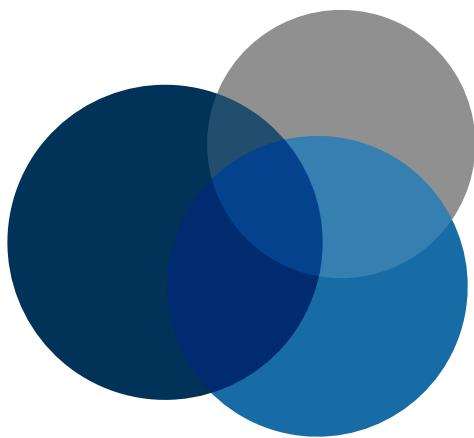
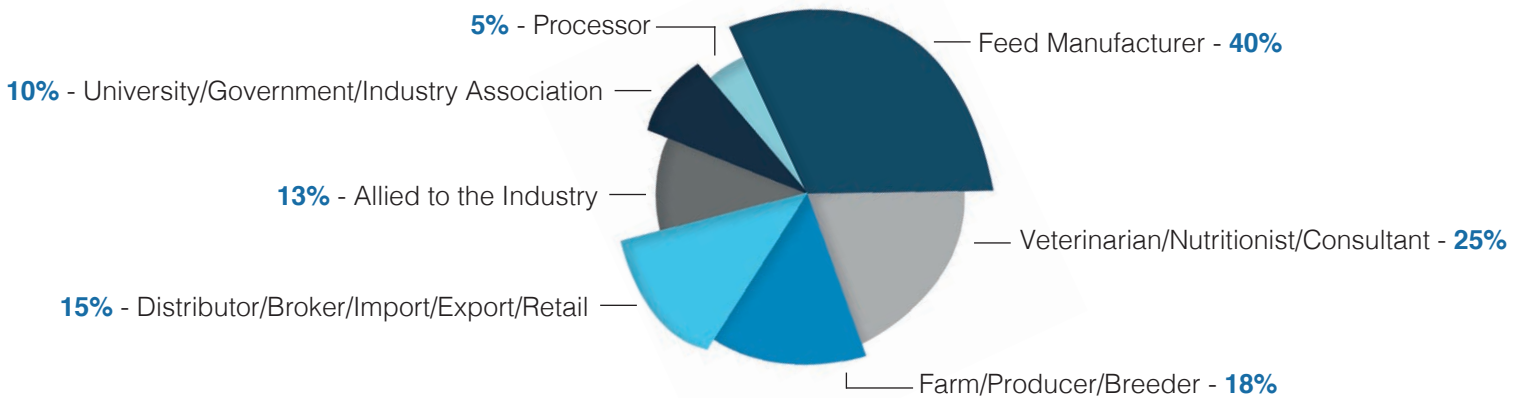


## FEED MARKET

WATT Global Media's Feed brand reaches more than 64,000 feed industry professionals worldwide – and provides maximum audience reach in the global feed industry. Our unique content focuses on nutrition and feed processing solutions, and delivers in-depth information on real-world issues facing dairy, swine, poultry, cattle and aquaculture producers and the supply chain they serve.

### PRIMARY BUSINESS & INDUSTRY PROFILE

\*Percentages based on consensus data

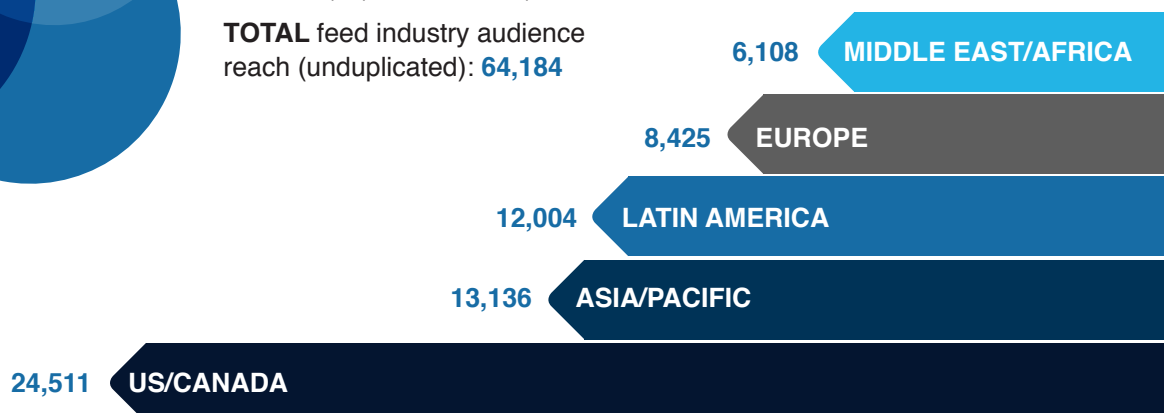


### FEED INDUSTRY AUDIENCE ENGAGEMENT

- Magazines
- e-newsletters
- Website registrants, webinars, white papers, custom publications

**TOTAL** feed industry audience reach (unduplicated): **64,184**

### GEOGRAPHICAL BREAKDOWN



## MAGAZINES

### **Feed Management**

The technology and nutrition publication for the North American feed manufacturing industry.

Published bi-monthly in print and digital editions.

### **Feed International**

Leveraging market intelligence and global reach to be the business resource of the international feed industry.

Published bi-monthly in print and digital editions.

## WEBSITE & E-NEWSLETTERS

### **WATTAgNet.com**

WATT Global Media's improved, mobile-friendly website gives global professionals the ability to quickly and easily access the latest news including exclusive Feed Market Data and Top Feed Companies on any device.

Average of 49,000 unique visitors per month, with more than 26,000 registered users

### **WATT Feed e-News**

Global e-newsletter sent twice weekly each Monday and Wednesday for feed manufacturers, feed equipment manufacturers and dealers, and animal health product manufacturers. Industry professionals turn to WATT Feed e-News for a unique perspective on global feed news and views.

Total audience: 22,500

### **Aves y Balanceados Latinoamérica e-News**

Weekly Spanish language email newsletter sent each Thursday providing the latest news, research and market information on the Latin American feed and poultry industries.

Total audience: 11,000

## EVENTS

**2016 FIAAP Animal Nutrition Conference** – The only event in Asia to address animal health and feed conversion challenges facing animal protein production with nutrition as the main driver, focusing on the use of the latest ingredient and feed additive solutions available to nutrition industry professionals.



March 29, 2016 – BITEC – Bangkok, Thailand

Presented by WATT Global Media and *Feed International*, exclusive sponsorships are available for the 7th FIAAP Animal Nutrition Conference and will be sold on a first come, first served basis. Nutritionists, formulators, veterinarians and consulting animal health professionals throughout Asia – and the rest of the world – will come together in March 2016, for the one-day conference, co-located with the Victam/FIAAP Asia Exhibition in Bangkok, Thailand.

## ANNUAL DIRECTORIES

Directories are published in print and digital editions and available online at [www.WATTAgNet.com](http://www.WATTAgNet.com)

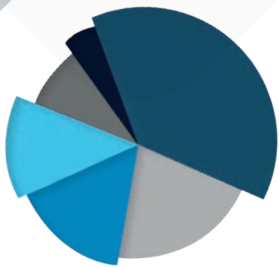
>> **Feed Management Directory & Source Guide**

>> **Feed International Buyer's Guide**



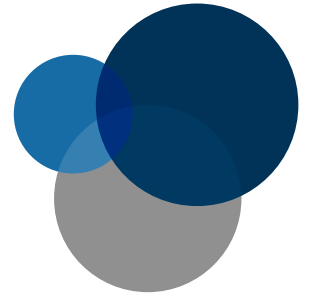
## FEED MARKET MAGAZINES AUDIENCE DATA

### FeedManagement



#### JOB FUNCTION

- Top Executives/Key Corporate Professionals **37%**
- Vets, R&D, Nutritionists, Quality Control & Consultants **21%**
- Marketing & Sales **15%**
- Mill & Plant Operations **13%**
- Trucking & Distribution, Others Allied to Field **9%**
- Ingredient Purchasing, Engineering, Maintenance & Plant Safety **4%**



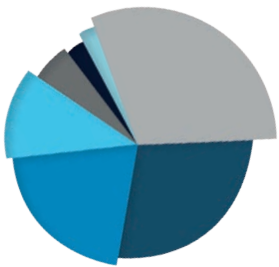
#### AUDIENCE ENGAGEMENT

- Magazines
- e-newsletters
- Website registrants, webinars, whitepapers, custom publications

#### GEOGRAPHICAL BREAKDOWN

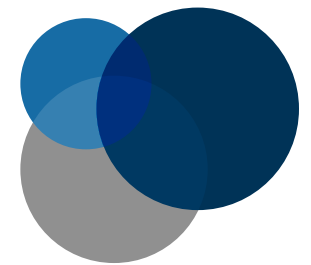


### FeedInternational



#### JOB FUNCTION

- Nutritionists, Quality Control, Veterinarians **30%**
- Top Executives/Key Corporate Professionals **28%**
- Marketing & Sales **21%**
- Mill & Plant Operations **11%**
- Trucking & Distribution, Others Allied to Field **5%**
- Engineering, Maintenance, QA & Plant Safety **3%**
- Procurement **2%**



#### AUDIENCE ENGAGEMENT

- Magazines
- e-newsletters
- Website registrants, webinars, whitepapers, custom publications

#### GEOGRAPHICAL BREAKDOWN





## Feed Management

*Feed Management* reaches professionals who utilize it as their technology, mill management and nutrition resource for the North American feed industry. Well-balanced and comprehensive editorial content appeals to the unique business needs of feed mill operators, formulators, nutritionists and veterinarians alike.

Uniquely focused on North American feed manufacturing, *Feed Management* is a valuable education resource for readers. Each issue covers the latest developments in animal feed formulation, nutrition, ingredients, technology and management.

*Feed Management* is published in both print and digital editions.  
[www.FeedManagement-digital.com](http://www.FeedManagement-digital.com)

### 2016 ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x
<b>Full Page</b>	\$8350	\$7590	\$6320
<b>2/3 Page</b>	\$6540	\$5890	\$4910
<b>1/2 Page</b>	\$5200	\$4680	\$3910
<b>1/3 Page</b>	\$3520	\$3170	\$2640
<b>1/4 Page</b>	\$2780	\$2500	\$2090
<b>1/6 Page</b>	\$1970	\$1780	\$1480
<b>1/8 Page</b>	\$1520	\$1350	\$1140

#### Cover Premiums

2nd Cover = \$500
3rd Cover = \$380
4th Cover = \$810

#### Marketplace Rates

1x	6x	12x
\$260	\$250	\$230

B/W rates per column inch (2.5cm)  
 Spot color \$40 extra (red, blue, yellow only)

### WHAT READERS ARE SAYING:

*"Feed Management serves as a barometer to help stay current with technology and practices in the industry."*

*"It shows concerns in the feed industry, thereby allowing us to research and develop answers for the questions and concerns of our customers."*

*"With the growing commodities industry and nationwide completion it is very helpful to stay informed and ahead of the competition."*

Pre-printed inserts also available. Contact your sales professional for a quote.

## FEED MANAGEMENT – 2016 EDITORIAL CALENDAR

	JAN/FEB	MAR/APR	MAY/JUN	JUL/AUG
<b>TOPICS</b>	Industry Update	Additives	Swine	Ruminants
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	<b>IPPE 2016 Atlanta, AFIA Purchasing &amp; Ingredient Suppliers Conference, Midwest Poultry Federation Convention</b>	<b>Petfood Forum &amp; Petfood Innovation Workshop</b>	<b>World Pork Expo, Signet AdEffect Study</b>	<b>AFIA Liquid Feed Symposium</b>
<b>SPACE CLOSING</b>	Dec 21, 2015	Feb 19, 2016	Apr 21, 2016	Jun 21, 2016
<b>MATERIAL DEADLINE</b>	Dec 23, 2015	Feb 23, 2016	Apr 25, 2016	Jun 23, 2016

	SEP/OCT	NOV/DEC
<b>TOPICS</b>	<b>Annual Directory &amp; Buyer's Guide</b>	IPPE 2017 Atlanta Preview, Poultry Nutrition
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	<b>Directory listing/logo, AFIA Equipment Manufacturers Conference</b>	<b>IPPE 2017 Atlanta</b>
<b>SPACE CLOSING</b>	Aug 18, 2016	Oct 20, 2016
<b>MATERIAL DEADLINE</b>	Aug 22, 2016	Oct 24, 2016



\* Contact your WATT Global Media sales professional to find out how you can expand your audience with these low-cost, value-added bonus opportunities.

NOTE: All content subject to change.

Revised 090215





## Feed International

*Feed International* provides a global audience of professionals in 165 countries with market intelligence and critical business information about nutrition, ingredients and formulation to be the business resource of the international feed industry. Annual exclusive *World Feed Panorama* data, annual nutrition survey research and market reports meet the information needs of C-level managers and decision-makers who must stay ahead of industry trends in the poultry, pig, dairy, cattle and aquafeed industries.

*Feed International* is published in both print and digital editions.  
[www.FI-digital.com](http://www.FI-digital.com)

### 2016 ADVERTISING RATES

All rates are in gross U.S. dollars.

4-Color	1x	3x	6x	9x	12x	18x	24x
<b>Full Page</b>	\$9170	\$8830	\$8480	\$8130	\$7780	\$7440	\$7140
<b>2/3 Page</b>	\$7110	\$6830	\$6440	\$6270	\$5980	\$5700	\$5470
<b>1/2 Page Island</b>	\$6180	\$5930	\$5690	\$5430	\$5190	\$4950	\$4760
<b>1/2 Page</b>	\$5610	\$5400	\$5170	\$4950	\$4720	\$4490	\$4320
<b>1/3 Page</b>	\$3740	\$3600	\$3450	\$3300	\$3150	\$2990	\$2870
<b>1/4 Page</b>	\$3090	\$2960	\$2840	\$2710	\$2590	\$2450	\$2360
<b>1/6 Page</b>	\$2210	\$2130	\$2030	\$1930	\$1860	\$1770	\$1700
<b>1/8 Page</b>	\$1620	\$1560	\$1490	\$1420	\$1350	\$1280	\$1230
<b>2-Page Spread</b>	\$13750	\$13230	\$12710	\$12190	\$11660	\$11150	\$10700

**Cover Premiums** 2nd Cover = \$930 3rd Cover = \$470 4th Cover = \$1380

#### Marketplace Rates

1x	6x	12x
\$240	\$230	\$220

B/W rates per column inch (2.5cm)  
 Spot color \$40 extra (red, blue, yellow only)

### WHAT READERS ARE SAYING:

*"I always use information from Feed International for my job."*

*"Feed International has been faithfully serving the feed industry by providing up-to-date information on feed and its related business. It opens up my world to know what is happening globally and gives me an upper edge in my job scope."*

*"My primary information about any progress in feed production in the world."*



## FEED INTERNATIONAL – 2016 EDITORIAL CALENDAR

	FEB/MAR	APR/MAY	JUN/JUL	JULY DIRECTORY
<b>TOPICS</b>	Additives	World Feed Panorama	Nutrition Trends	<b>Annual Directory &amp; Buyer's Guide</b>
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	<b>Victam/FIAAP Asia, 5th Global Feed &amp; Food Congress - Turkey</b>	<b>China Animal Husbandry Expo, World Pork Expo</b>	<b>International Poultry Forum China</b>	<b>Directory listing/logo</b>
<b>SPACE CLOSING</b>	Jan 15, 2016	Mar 11, 2016	May 18, 2016	Jun 10, 2016
<b>MATERIAL DEADLINE</b>	Jan 20, 2016	Mar 15, 2016	May 20, 2016	Jun 14, 2016

	AUG/SEP	OCT/NOV	DEC/JAN
<b>TOPICS</b>	Ruminants	Top Feed Companies	IPPE 2017 Atlanta Preview, Poultry Nutrition
<b>BONUS DISTRIBUTION/ VALUE-ADDED*</b>	<b>VIV China, World's Poultry Congress, SPACE</b>	<b>Eurotier</b>	<b>IPPE 2017 Atlanta</b>
<b>SPACE CLOSING</b>	Jul 18, 2016	Sep 19, 2016	Nov 16, 2016
<b>MATERIAL DEADLINE</b>	Jul 20, 2016	Sep 21, 2016	Nov 18, 2016



\* Contact your WATT Global Media sales professional to find out how you can expand your audience with these low-cost, value-added bonus opportunities.

NOTE: All content subject to change.

Revised 090215





## Signet AdEffect™ Studies

Valuable feedback on the effectiveness of your advertisement — directly from publication readers

### 2016 Signet AdEffect™ Study Schedule

*WATT PoultryUSA* – April issue  
(space closing March 8)

*Poultry International* – July issue  
(space closing May 27)

*Feed Management* – May/June issue  
(space closing April 21)

*Pig International* – July/August issue  
(space closing June 21)

*Petfood Industry* – July issue  
(space closing June 9)

\*Studies are conducted by independent research firm Signet Research Inc. Contact your sales professional for minimum ad size requirements.

### Is your ad hitting the mark?

Find out with Signet AdEffect™ Studies.

A Signet AdEffect™ Study provides reader feedback and analysis on the effectiveness of ads that appear in a particular magazine issue. Marketers placing an advertisement of a specified size (or larger) receive a free copy of the study.\* Use results from the study to find new ways to better communicate with your target market and realize a stronger return on your advertising investment.

Participants receive:

- » Ad Creative, Messaging and Overall Measurement scores for each ad (including your competitors) in the issue
- » Analysis on your individual ad performance
- » Detailed information on reader demographics and behaviors
- » Verbatim feedback from readers
- » List of contacts who requested additional information about your products and services



For more information, contact your  
**WATT Global Media sales professional**

*"Measuring the success of a magazine ad is challenging, but essential for making informed business decisions. With expert analysis and direct feedback from readers, the Signet AdEffect™ Study accomplishes that task."*

– Greg Watt, President/CEO of WATT Global Media



## WATT IPPE Directory

The *WATT IPPE Directory* is a comprehensive resource published annually in advance of — and for use by attendees at — the International Production & Processing Expo (IPPE) in Atlanta, GA. It reaches a global audience of influencers and decision-makers in the poultry, feed and meat industries in more than 140 countries. IPPE is the world's largest annual poultry, feed and meat production and processing industry live conference and exhibition of its kind and is among the top 50 fastest-growing trade shows.

All rates are in gross U.S. dollars.

2017 ADVERTISING RATES: **Space Closing: October 27, 2016**

4-Color	1x	3x	6x	9x	12x	18x	24x
<b>Full Page</b>	\$8360	\$8050	\$7720	\$7520	\$7400	\$7150	\$6460
<b>2/3 Page</b>	\$6500	\$6250	\$6000	\$5820	\$5730	\$5540	\$5010
<b>1/2 Page</b>	\$5130	\$4930	\$4720	\$4590	\$4530	\$4350	\$3950
<b>1/3 Page</b>	\$3430	\$3290	\$3170	\$3070	\$3020	\$2910	\$2620
<b>1/4 Page</b>	\$2840	\$2710	\$2600	\$2530	\$2490	\$2390	\$2150
<b>1/6 Page</b>	\$2000	\$1910	\$1830	\$1780	\$1750	\$1680	\$1550
<b>1/8 Page</b>	\$1500	\$1440	\$1360	\$1330	\$1300	\$1270	\$1140
<b>2-Page Spread</b>	\$12530	\$12060	\$11580	\$11270	\$11080	\$10710	\$9740

\* To be included in the *WATT IPPE Directory*, your company must have a booth assignment from the U.S. Poultry & Egg Association. Please contact Anne Sculthorpe at +1.678.514.1976 or email [ascalthorpe@ippexpo.org](mailto:ascalthorpe@ippexpo.org) for booth information.

### WATT IPPE Directory advertisers receive:

- Enhanced exhibitor listing with highlighting and bold-type fonts
- Cross-referencing of both your ad and exhibitor profile for easy viewing
- Exhibitor profile in separate Show Products “advertisers only” section with 60-word description, logo and/or photo

### Use your WATT IPPE Directory advertisement to:

- Create pre-show branding and awareness
- Build booth traffic
- Announce a new product or service
- Invite attendees to a special event at your booth



**WATTAgNet.com** serves a highly-engaged and growing online community of professionals working in the poultry, pig and animal feed industries worldwide, and uniquely delivers this global audience to marketers so they can increase revenues in these markets.



**NEW**  
mobile-friendly  
responsive  
design

WATT Global Media's improved, mobile-friendly website gives professionals the ability to quickly and easily access the latest news and exclusive market data on any device. Site visitors can choose from an unparalleled variety of business content including:

- » Exclusive, in-depth articles in our digital magazines
- » Dedicated blogs featuring expert insight and commentary from editors and contributors
- » Detailed company information in the global Top Companies databases
- » Data and interactive charts in the Market Data section
- » Targeted species-specific sections
- » Educational webinars and technical whitepapers
- » Supplier directories and searchable product databases

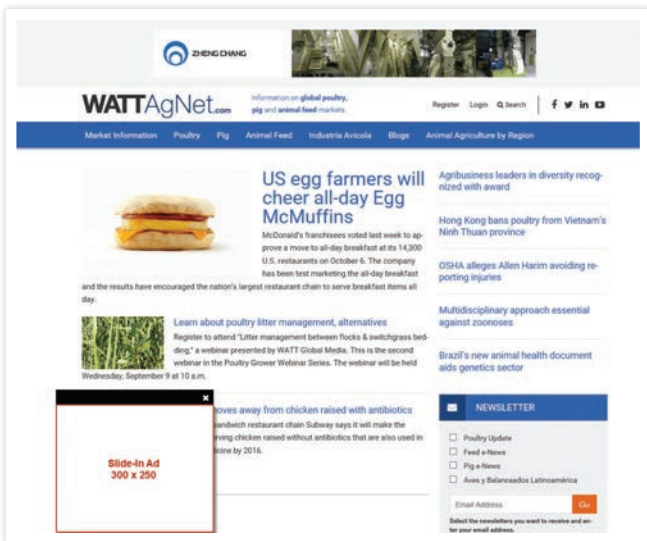
On WATTAgNet.com, your message will be seen by an average of more than 40,000 unique site visitors each month.

## KEY WEBSITE STATISTICS

- » More than 156,000 page views per month, a 13% increase year-over-year
- » Average of 85,000 site visits per month, a 21% increase year-over-year
- » Average of 40,000 unique visitors per month, with more than 26,000 registered users

## CHANNEL BUYS AVAILABLE

- » Poultry channel
- » Pig channel
- » Animal Feed channel
- » Industria Avicola channel
- » Home page channel  
(banner ad appears only on WATTAgNet.com home page)



## INTERSTITIAL ADS

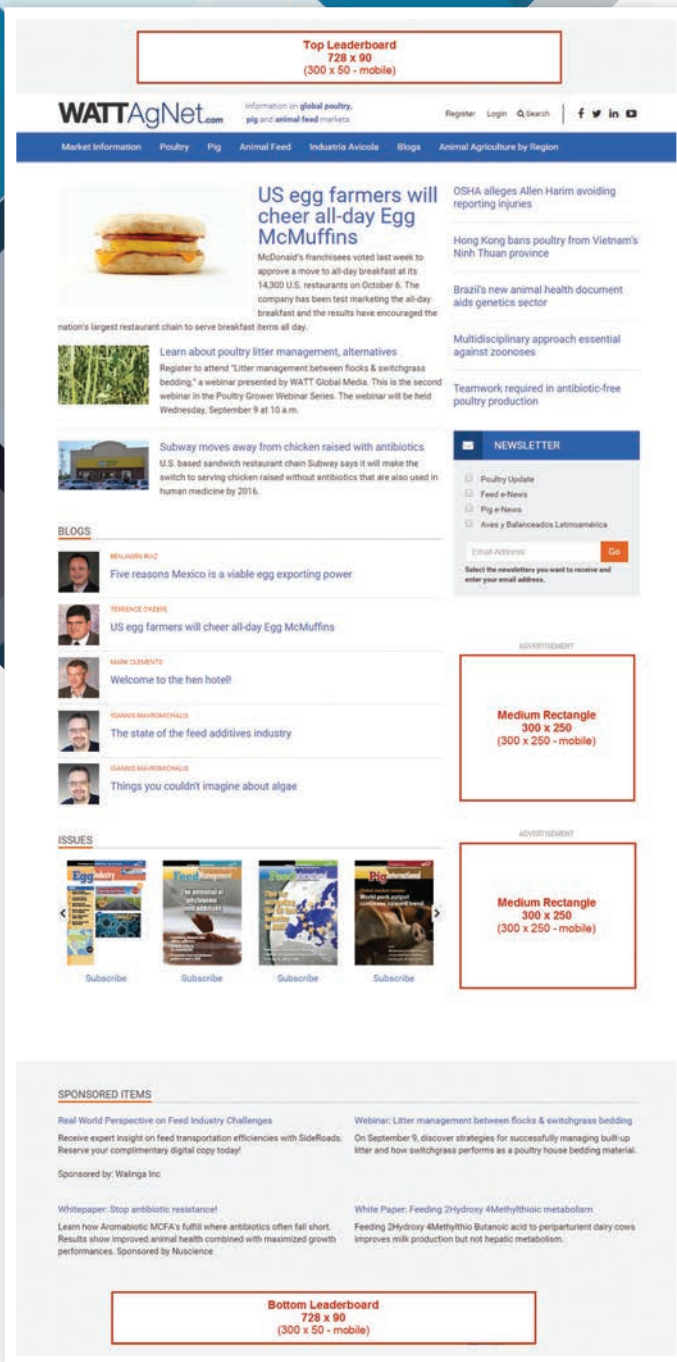
Marketers receive significant brand awareness and increased response from thousands of industry professionals engaged in WATTAgNet.com when utilizing an interstitial ad that slides in or pops up for each site visitor once per 24-hour period.

POSITION	PRICE PER WEEK
<b>Pop-Up</b> 550x480 (300 x 250 - Mobile)	\$2,000
<b>Slide-In</b> 300 x 250 (Mobile - NA)	\$1,500

(1) ad space available of the two positions, one time per week. Each ad runs across the whole site. Ads are activated at user's point of entry into site, regardless of page.

.gif and .jpg files only; no .swf files or audio files permitted.





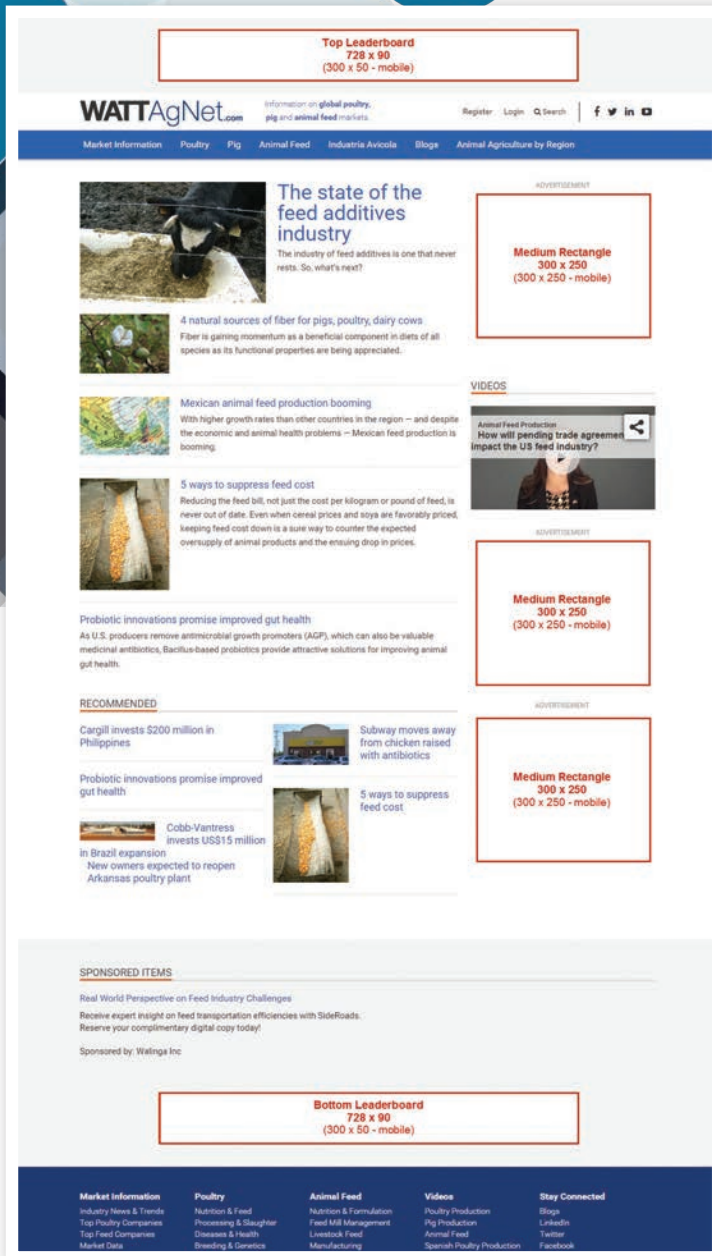
WATTAgNet.com

HOME PAGE  
ADVERTISING OPPORTUNITIES

WATTAgNet.com offers the following internationally-recognized IAB (Interactive Advertising Bureau) ad sizes in this channel:

POSITION	COST PER THOUSAND IMPRESSIONS (CPM)	ESTIMATED TOTAL AVAILABLE MONTHLY IMPRESSIONS*	PRICE PER MONTH	50% AVAILABLE MONTHLY IMPRESSIONS*	PRICE PER MONTH
Top Leaderboard 728 x 90	\$70	20,000	\$1,400	10,000	\$700
Medium Rectangle (2) 300 x 250	\$65	20,000	\$1,300	10,000	\$650
Bottom Leaderboard 728 x 90	\$60	20,000	\$1,200	10,000	\$600

\* WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2015-2016. Monthly impressions may vary above or below these estimates, and we reserve the right to adjust the number of impressions and/or make additional impressions available for sale.



## WATTAgNet.com

### ANIMAL FEED CHANNEL ADVERTISING OPPORTUNITIES

WATTAgNet.com offers the following internationally-recognized IAB (Interactive Advertising Bureau) ad sizes in this channel:

COST POSITION	ESTIMATED TOTAL PER THOUSAND IMPRESSIONS (CPM)	AVAILABLE MONTHLY IMPRESSIONS*	PRICE PER MONTH	50% AVAILABLE MONTHLY IMPRESSIONS*	PRICE PER MONTH
Top Leaderboard 728 x 90	\$70	17,500	\$1,225	8,750	\$650
Medium Rectangle (3) 300 x 250	\$65	17,500	\$1,140	8,750	\$570
Bottom Leaderboard 728 x 90	\$60	17,500	\$1,050	8,750	\$525

\* WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2015-2016. Monthly impressions may vary above or below these estimates, and we reserve the right to adjust the number of impressions and/or make additional impressions available for sale.



## Aves y Balanceados Latinoamérica

Aves y Balanceados Latinoamérica provides more than 11,000 professionals with the latest news, research and market information on the Latin American poultry and feed industries. This weekly Spanish language email newsletter sent each Thursday covers the latest industry happenings in Mexico, and in the Central/South American and Caribbean regions.

Total Engaged Subscribers = 11,000 (as of September 1, 2015)

### 2016 RATES & DETAILS

#### (6) TOTAL AD SPACES AVAILABLE

Advertisers choose between  
a banner ad or a text ad

#### BANNER AD:

\$3,000 per month  
(\$695 per newsletter insertion)

Size is 470w x 56h,  
maximum file size 130K

#### TEXT AD:

\$3,000 per month  
(\$695 per newsletter insertion)

64-character linked headline with  
160-character description

#### NOTE:

Volume discounts and  
combination rates with print  
advertising programs are available.

Ad space is limited and available  
on a first come, first served basis.

**WATT**  
**AVES Y BALANCEADOS** Latinoamérica

REENVIAR | SUSCRIBIRSE | f | t | in | You Tube

[Atienden caso de influenza aviar en Sinaloa, México](#)  
Sinaloa, México: Atienden case de influenza aviar en una granja productora de huevos en El Rosario; el primero desde 1995.

[BLOG: Vivir sin influenza aviar](#)  
Un país sin influenza aviar, como Brasil, es el resultado de un sinnúmero de factores y esfuerzos.

---

**Banner (470 x 56)**

---

[Avícolas chilenas se preparan para millonarias demandas](#)  
Chile: Las tres principales productoras australes de carne de pollo están esperando fallo definitivo por colusión.

---

**Text Ad**  
**(64-character headline with 160-character description)**

---

[Hacia más pollo brasileño en el mercado mexicano](#)  
La Ministra de Agricultura de Brasil, Kátia Abreu, dijo que no hay ningún tipo de crisis en las negociaciones con México y que están listos.

---

**MaxPlus Feeder Systems**  **INDIV**  
click aquí para + info [www.indiv.com](http://www.indiv.com)

---

[Graves pérdidas acumulan avícolas bolivianas](#)  
Avicultores de este país andino aseguraron que a lo largo del primer semestre de 2015 acumularon pérdidas calculadas entre US\$50 millones y US\$70 millones.

---

**MAXIMIZACIÓN DEL POTENCIAL GENÉTICO**   
Servicio técnico  
Brindamos lo mejor en asesoría y apoyo en todo el mundo [cobb-vantress.com](http://cobb-vantress.com)

---

[Buenas cosechas de soya en Uruguay y Argentina](#)  
Uruguay y Argentina aportaron 21 millones de toneladas de soya al mercado mundial.

---

[Mejoran estimativos de producción avícola nicaragüense](#)  
El canal de televisión nicaragüense TN8 informó recientemente sobre el buen comportamiento de la producción de carne de pollo y de huevos de gallina en este país.

---

[www.WATTGlobalMedia.com](http://www.WATTGlobalMedia.com)





## WATT Feed e-News

WATT Feed e-News reaches a global audience of more than 22,000 feed manufacturers, nutritionists, veterinarians, and those who mix feed for the poultry, pig, dairy, cattle and aquafeed industries. Sent twice weekly each Monday and Wednesday, WATT Feed e-News provides industry professionals with a unique perspective on global feed news and views.

Total Engaged Subscribers = 22,500 (as of September 1, 2015)

### 2016 RATES & DETAILS

#### (6) TOTAL AD SPACES AVAILABLE

Advertisers choose between a banner ad or a text ad

#### PRICE:

Days (per week)	Price (per issue)	Price (per month)
1	\$695	\$3,000
2	\$520	\$4,500

#### BANNER AD:

Size is 470w x 56h, maximum file size 130K

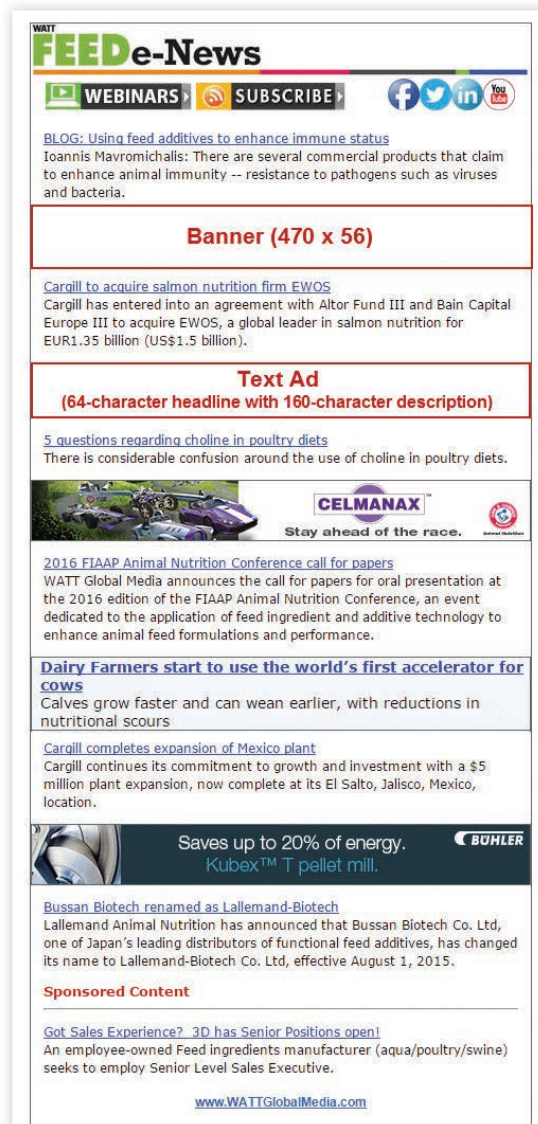
#### TEXT AD:

64-character linked headline with 160-character description

#### NOTE:

Volume discounts and combination rates with print advertising programs are available.

Ad space is limited and available on a first come, first served basis.



The screenshot shows the top of an email newsletter. At the top left is the 'WATT FEED e-News' logo. To the right are buttons for 'WEBINARS' and 'SUBSCRIBE', and social media icons for Facebook, Twitter, LinkedIn, and YouTube. Below this is a 'BLOG' section with a link 'Using feed additives to enhance immune status' and a short article snippet by Ioannis Mavromichalis. The next section is a 'Banner (470 x 56)' placeholder. This is followed by a 'Text Ad (64-character headline with 160-character description)' section with a link '5 questions regarding choline in poultry diets'. Below that is an advertisement for 'CELMANAX' featuring a race car and the slogan 'Stay ahead of the race.' The next section is '2016 FIAAP Animal Nutrition Conference call for papers'. This is followed by 'Dairy Farmers start to use the world's first accelerator for cows'. The next section is 'Cargill completes expansion of Mexico plant'. Below that is an advertisement for 'BUHLER' featuring a 'Kubex™ T pellet mill' with the text 'Saves up to 20% of energy.' The next section is 'Bussan Biotech renamed as Lallemand-Biotech'. The final section is 'Sponsored Content' with a link 'Got Sales Experience? 3D has Senior Positions open!' and the website 'www.WATTGlobalMedia.com'.

## Digital Edition Blow-In Ads

A digital edition blow-in ad is one of the most effective ways to generate brand impressions and reach our comprehensive audience of digital magazine subscribers. Use this solution to increase awareness of your brand, a specific product, or an upcoming event, and to drive additional traffic to your website.

Your blow-in ad is inserted into the specific digital magazine issue of your choice, and linked to any URL on your website. Subscribers receive an email alert when a new digital magazine issue is released, and can also be accessed on WATTAgNet.com.

Your ad remains active for up to one year as readers search archived digital issues. Complete ad statistics and analysis are provided.

### BLOW-IN FEATURES & BENEFITS

» **Generate Brand Impressions**

Build a stronger awareness of your company and its products and services

» **Create Product Interest**

Introduce readers to a product, service or event

» **Increase Website Traffic**

Drive readers to the web page of your choice with one click

### 2016 RATES & DETAILS

300w x 250h: \$2,000 per issue  
maximum file size of 130k

600w x 400h: \$3,000 per issue  
maximum file size of 130k



## e-blast Marketing Programs

If you want to capture the full attention of a specific target audience, customized e-blast marketing programs are an excellent option. E-blasts are both an economical and effective way to generate interest and drive more sales.

With our guidance, select your target audience from our advanced global behavioral database and provide us with your marketing message. Our Digital Production Team will handle layout, production and delivery of your e-blast message in HTML and text formats. Comprehensive copywriting and design services are available at an additional cost.

### E-BLAST FEATURES & BENEFITS

#### » Target your specific audience segment

Choose your ideal segmented audience from our advanced behavioral database

#### » Maximum return on investment

Connect with industry professionals that can buy, specify or recommend your product or service

#### » Track user engagement

Post e-blast report includes number of sends, open rate and click-thru rate. Detailed analysis available upon request.

### 2016 RATES & DETAILS

\$3,500 per send

Discounts are available for multiple e-blast marketing programs and print/online advertisers. Contact your sales professional for details and pricing information.



We've got **KILLING FLIES FAST** down to an art.

[Learn More Now](#)

**QuickBayt®**  
Fly Bait

Expertly crafted to lure flies in for a swift demise, QuickBayt® Fly Bait starts killing nuisance flies in **as little as 60 seconds.**<sup>1</sup> That's a skill we can all appreciate.

Ask your Bayer Sales Representative for more information about QuickBayt products:

- Effective, convenient and versatile
- Ready to use as scatter bait, but also easy to use in bait stations or as a paint-on
- For use indoors or outdoors

Protect your poultry now, with fast-acting QuickBayt® Fly Bait!

[Get All the Coverage Details](#)

For more information on these products, visit [BayerLivestock.com](http://BayerLivestock.com)

<sup>1</sup> Nipcam Study, QuickBayt Technical Information Manual, December 2002.

© 2015 Bayer HealthCare LLC, Animal Health, P.O. Box 390, Shawnee Mission, KS 66201-0390, USA  
Bayer, the Bayer Cross and QuickBayt are registered trademarks of Bayer.

Q151180

## Videos

Your existing video content can be transformed into a powerful lead generation tool with our video programs. Hosting your content on WATTAgNet.com is an excellent way to educate the market about your products and services and present your company as an industry expert in a unique and engaging way.

### VIDEO FEATURES & BENEFITS

» **Enhances Your Credibility**

Positions your company as an industry thought leader and subject matter expert

» **Builds a Database of Leads**

Follow up with those who engage in your content

» **Strengthens Brand Preference**

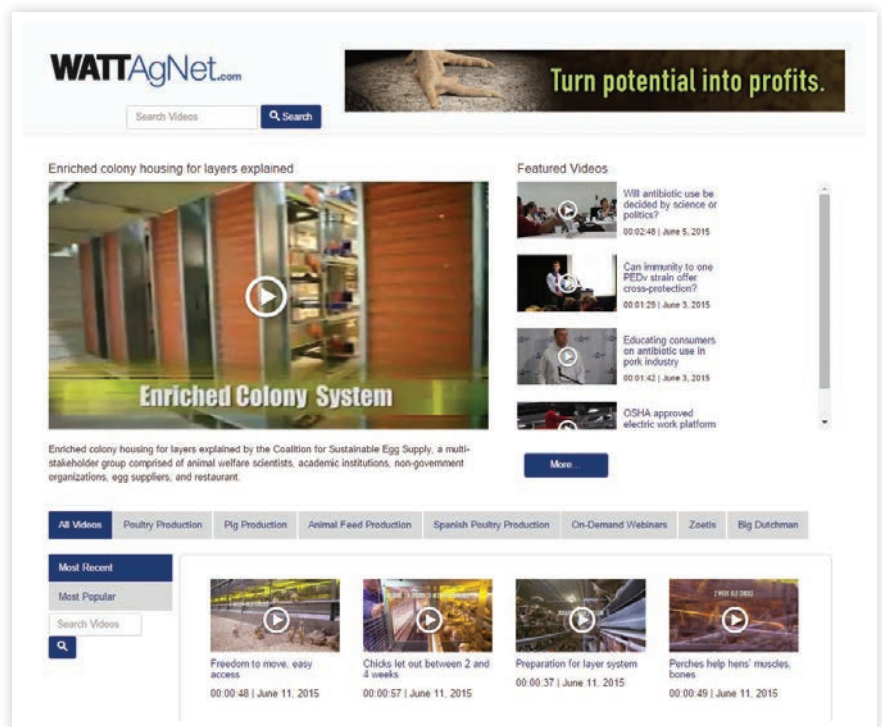
Present your company's products and services as solutions to attract and retain customers

» **Easy-to-Implement Program**

Simply provide your video file and we'll take it from there

### 2016 RATES & DETAILS

Contact your sales professional for customized pricing information.



### VIDEO PROGRAM PARTICULARS

PLATFORM	CONTENT	PROMOTION	REPORTING
Video content hosted on WATTAgNet.com, search engine-friendly	Re-purpose your existing video content Editing services available	Sponsored link on website and in appropriate e-newsletters	Contact information of viewers provided each month of the program

## Webinars

Webinars are a powerful lead-generating tool to help you reach a targeted audience in an affordable and convenient way. WATT Global Media produces more than 20 webinars each year, and knows how to effectively work with you to deliver compelling content, solutions and your branding message to the global audience you select from our behavioral database.

With our collaboration, execution of your custom webinar program is streamlined and simple. Plus, our proven track record of producing quality webinars provides you with a strong, attentive audience base for your event.

## CUSTOMER FEEDBACK

*"The webinar exceeded our expectations. We had more attendees than projected and the interest in our technology was extremely high. We were pleasantly surprised that we were contacted on the phone by a potential customer while the webinar was still ongoing."*

- David B., Pacific Vet Group-USA

## WEBINAR FEATURES & BENEFITS

### » Enhances Your Credibility

Positions your company as an industry thought leader and subject matter expert

### » Builds a Database of Leads

Follow up directly with key webinar registrants from top companies

### » Increases Your Brand Exposure

Receive tens of thousands of brand impressions via the multi-channel registration development campaign

### » Conduct Market Research

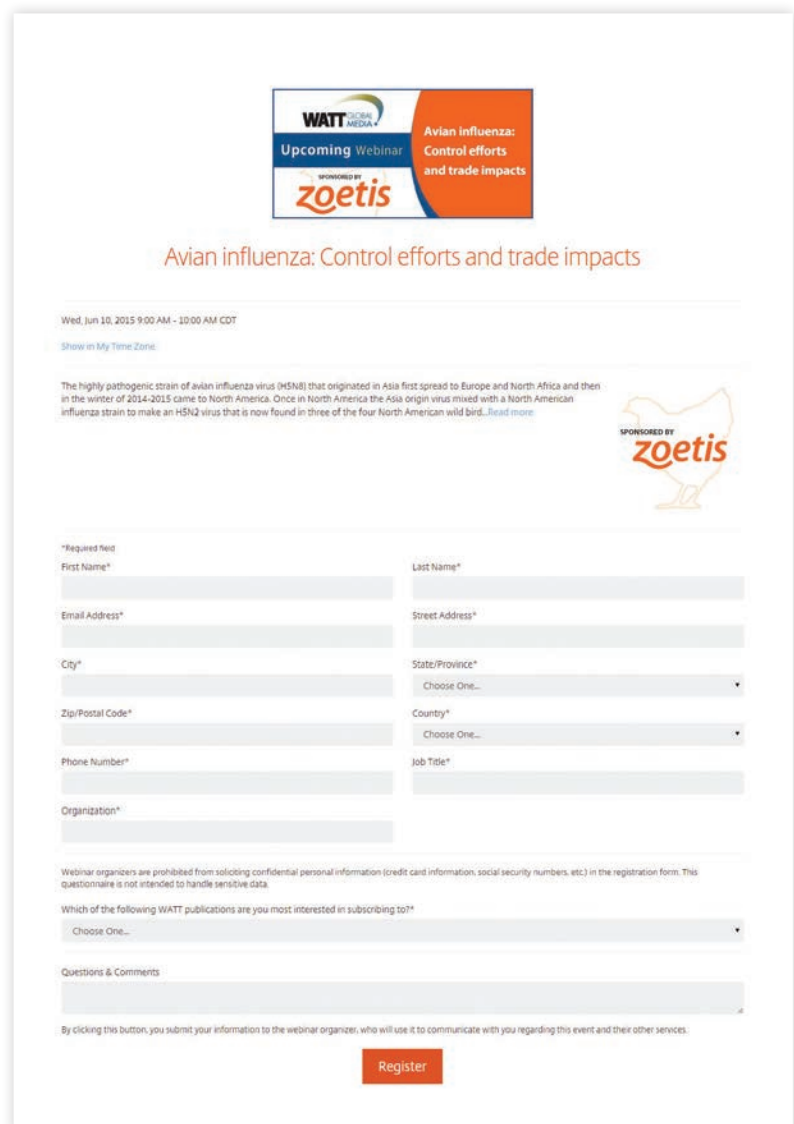
Poll and/or survey attendees based on your strategic research objectives

### » Easy-to-Implement Program

All that is needed to start: webinar title, description, learning points and presenter bio(s) and head shot(s). Best practice editing services available.

## 2016 RATES & DETAILS

Rates for a custom webinar range from \$15,000 to \$25,000. Discounts are available for multiple webinar programs and print/online advertisers. Contact your sales professional for details and pricing information.



The screenshot shows a registration form for a webinar titled "Avian influenza: Control efforts and trade impacts" sponsored by Zoetis. The form includes a header with the WATT Global Media logo and the Zoetis logo. Below the header, the webinar title is repeated. The registration date and time are listed as "Wed, Jun 10, 2015 9:00 AM - 10:00 AM CDT". A "Show in My Time Zone" link is provided. A short paragraph of text describes the webinar content, mentioning the H5N1 virus and its spread. Below this text is a "SPONSORED BY zoetis" logo. The registration form consists of several fields: "First Name\*", "Last Name\*", "Email Address\*", "Street Address\*", "City\*", "State/Province\*" (with a dropdown menu), "Zip/Postal Code\*", "Country\*" (with a dropdown menu), "Phone Number\*", "Job Title\*", and "Organization\*". A disclaimer states: "Webinar organizers are prohibited from soliciting confidential personal information (credit card information, social security numbers, etc.) in the registration form. This questionnaire is not intended to handle sensitive data." Below the disclaimer is a dropdown menu for "Which of the following WATT publications are you most interested in subscribing to?". At the bottom of the form is a "Questions & Comments" text area. A "Register" button is located at the bottom right of the form. A small note at the bottom of the page reads: "By clicking this button, you submit your information to the webinar organizer, who will use it to communicate with you regarding this event and their other services."

For more information, contact your **WATT Global Media sales professional.**

## WEBINAR PARTICULARS

TECHNOLOGY	TRAINING	CONTENT	PROMOTION	RESEARCH	REPORTING
Industry-leading webinar platform with webcam capability available for presenters	Training for presenters on how to have a successful webinar presentation	Sponsor an editorial webinar or create your own presentation	Fully integrated marketing campaign, with custom design elements	In-webinar polling capability  Post-webinar survey	Detailed post-webinar report  Consultation with Director of Custom Media to review report and program results

## WEBINAR DELIVERABLES

TECHNOLOGY	TRAINING	CONTENT	PROMOTION	RESEARCH	REPORTING
Dedicated registration page  Webinar producer to manage all technical aspects	Orientation session provided for presenters to ensure a flawless presentation	PowerPoint slides, including video and product demo capabilities	Print ad  Series of e-blasts  Sponsored link on e-news and/or website  Exposur on “Webinars” section of WATTAgNet.com	Q&A submissions from attendees, survey and poll results included in post-webinar report	Excel spreadsheet with demographics and contact information of registrants/ attendees provided. On-demand results provided upon request.

## Whitepapers

Whitepaper programs are an excellent solution for generating leads and building brand credibility. By providing technical information and research about pressing industry problems, you'll present your company as an unbiased solution provider and thought leader.

Re-imagine your existing content into an educational, solution-based resource to attract new prospects and retain your current customers.

### WHITEPAPER PROGRAM FEATURES & BENEFITS

» **Enhances Your Credibility**

Positions your company as an industry thought leader and subject matter expert

» **Builds a Database of Leads**

Follow up directly with those who engage in your content

» **Strengthens Brand Preference**

Presents your company's products and services as solutions to attract and retain customers

» **Easy-to-Implement Program**

Simply provide a PDF of your whitepaper and we'll take it from there

### 2016 RATES & DETAILS

Whitepaper programs are \$3,000 per month. Additional costs may be incurred for writing, editing or creative services. Discounts are available for print and online advertisers.



### NEW: WHITEPAPER PACKAGE

**\$5,000**

Includes all features listed below plus (1) dedicated e-blast per program and (1) 1/3-page print ad in a magazine issue of your choice.

### WHITEPAPER PROGRAM PARTICULARS

PLATFORM	CONTENT	PROMOTION	REPORTING
Whitepaper hosting on WATTAgNet.com	Re-purpose your existing content  Writing, editing and creative services available	Sponsored link on website and in appropriate e-newsletters	Contact information of viewers provided each month of the program



## Custom Solutions – WATT Research

### INSIGHTS FOR YOUR SUCCESS

Obtain the professional opinions and insights you need with research services from WATT Global Media. We provide access to highly engaged audiences in the global animal agribusiness and pet food industries.

*“Whether your needs are exploratory or you want to quantify market opportunities, WATT Global Media’s professional researchers have the experience to recommend the right method for your needs and budget. Sometimes research needs require a hybrid approach which might incorporate in-depth interviews or focus groups in conjunction with an online survey or mobile application. You can trust our team to present the best options for your consideration. Our expertise, coupled with industry knowledge and strong databases for sample selection, provide a fully developed research program.”*

– Joyce Neth, Vice President, Director of Audience Development & Research

By leveraging our relationships with more than 120,000 professionals worldwide, we can gather valuable data and insights to help you reach your business goals:

- » In-depth audience analysis
- » Market expansion
- » Brand building
- » Product concept testing
- » Brand awareness
- » Strategic planning

Our team of highly accredited research experts adheres to the highest standards in primary business-to-business research. We are ready to customize a study designed to address your specific objectives and needs.



*“Highly qualified respondents provided insights for our marketing efforts.”*

– Regional Marketing Manager,  
Global Animal Nutrition Supplier

*“The survey most definitely shows that [we are] headed in the right direction based on the last three years. What is really attractive about the survey is that it shows where our gains are from versus our competitors.”*

– Product Manager, Poultry Equipment Manufacturer



# Capabilities & Case Studies

## Brand Awareness

**NEEDS:** A feed ingredient supplier needed to measure perceptions and awareness for their brand and specific products, as well as its competitors', among poultry and swine growers and nutritionists in Asia and Latin America.

**SOLUTION:** Develop a brief online questionnaire to maximize responses in a short time period. WATT's Industria Avícola editor translated the questionnaire into Spanish for distribution to Latin America. The client specified job functions for target respondents in the poultry and swine industries in Asia, Southeast Asia and Latin America.

**RESULTS:** Insight from the respondents led the client to differentiate marketing messages and tactics in these areas to clear up misperceptions about their brand and confusion with competitors.

---

## Product Development

**NEEDS:** To aid new product development, an equipment and machinery company wanted to learn more about manufacturers' production needs for a particular product.

**SOLUTION:** Develop a survey leveraging the well-known manufacturer's brand to provide its new product development department with relevant information from current or potential buyers.

**RESULTS:** The response rate exceeded the client's expectations and demonstrated respondents were willing to provide information directly to an industry manufacturer. The results of the study were submitted to product development to help guide the team as they design new equipment and machinery.

---

## Ad Concept Testing

**NEEDS:** Before making final decisions on creative for a new ad campaign for poultry and swine products, a feed additive manufacturer wanted to test different ads in Asia, Middle East/North Africa and Latin America.

**SOLUTION:** Create a questionnaire based on the Signet Research Ad Effect® questions, enabling the responses to be benchmarked against other ads in that category.

**RESULTS:** Comments collected raised concerns about the use of certain images across diverse cultures. Questions and creative were translated into Spanish for the Latin American audience and into Mandarin for China. Survey findings guided the marketing team as they determined final ad placements in regional publications without concern for misunderstandings due to culture or language.

---

## Competitive Trends

**NEEDS:** A global feed additive company needed more responses to its annual product use survey, which it had been distributing only to poultry nutritionists.

**SOLUTION:** Enhance the questionnaire and distribute it to a broader audience.

**RESULTS:** Upon analysis of the increased number of responses, the company learned its product was not as well-known as originally thought (due in part to lack of advertising) and found there were more decision makers outside of those who indicate job titles of veterinarians and nutritionists.

---

*"I'm very pleased with the overall global response and delivery... great work, thanks to the WATT team!"*

– Morten Baggesen, Marketing Manager,  
Animal Health & Nutrition,  
Chr. Hansen A/S



## Qualitative Research for Deeper Insights

**NEEDS:** A supplier of feed mill information management solutions was seeking a deeper understanding of customer needs before planning product enhancements and marketing outreach.

**SOLUTION:** Qualitative research in the form of in-depth interviews with a small number of selected customers and prospects. WATT Research solicited respondents for individual phone interviews, collaborated with the client to develop interview questions and prepared a comprehensive report summarizing themes from interview transcripts.

**RESULTS:** The client gained actionable insights which translated into plans that were implemented in product improvements and have been enthusiastically received by customers.

---



To explore more Case Studies, visit  
[www.WATTGlobalMedia.com/custom-solutions/custom-media-portfolio](http://www.WATTGlobalMedia.com/custom-solutions/custom-media-portfolio)



## Custom Solutions – Content Marketing

LEVERAGE YOUR PROPRIETARY CONTENT

*Content marketing is not a passing fad.  
According to the Content Marketing  
Institute, 86% of B2B organizations  
use content marketing.*

### Benefits

- » Increased revenue
- » Heightened brand awareness
- » Established thought leadership
- » Increased number of qualified sales leads
- » Higher conversion rates
- » Lower cost of customer acquisition
- » Better customer retention

We know you have a story to tell. Educate and inspire buyers with valuable, relevant content. Let our 99 years of experience in creating and distributing quality, trusted content help you plan and execute a successful content marketing strategy.

Connect with your target market through a variety of different product lines in content marketing. We conduct a thorough exploration of your business goals so we can develop a strategy with a specific plan to best achieve them. All projects are 100% customized to fit your unique needs.

- » Custom magazines
- » Custom webinars
- » Whitepapers
- » Roundtable events
- » Custom e-newsletters
- » Educational symposiums
- » Advertorials
- » Videos and blogs
- » Case studies
- » Subscriber development campaigns

# Capabilities & Case Studies

## Subscriber Development

**NEEDS:** An international poultry health company needed to increase the number of subscribers to its educational magazine and understand more about reader demographics.

**SOLUTION:** Develop a multi-channel subscriber development campaign including: e-blasts to a targeted list of potential subscribers, prestitial website ads on WATTAgNet.com, text ads in WATT Poultry Update e-newsletter and print advertorials in *WATT PoultryUSA* magazine.

**RESULTS:** The multi-channel campaign resulted in tens-of-thousands of brand impressions and more than 1,000 new poultry health professionals subscribing to the magazine. In addition, WATT Global Media's Audience Intelligence Marketing (AIM) master database was able to identify other information channels the subscribers were using thereby providing further value to the customer.

## Digital Multi-Channel Campaign

**NEEDS:** An international poultry health company needed to promote three educational videos and persuade viewers to request a promotional DVD.

**SOLUTION:** Develop a multi-channel digital marketing campaign including: targeted e-blasts, online text ads and banner ads – all designed to drive poultry health professionals to a custom landing page housing the three videos and instructions to order the promotional DVD.

**RESULTS:** The campaign resulted in tens-of-thousands of brand impressions, and hundreds of video views and requests for the promotional DVD.

## Print-to-Digital Conversion/ Subscriber Development

**NEEDS:** A global poultry research company needed to decrease the cost of distributing its company magazine while increasing the number of readers and understanding how readers were interacting with magazine content.

**SOLUTION:** Convert the print magazine to a digital publication, email the issue to current subscribers and target potential new subscribers from WATT Global Media's AIM master database.

**RESULTS:** Completely eliminated the printing and postage costs of the magazine while increasing total audience reach beyond the company's subscriber list. In addition, the customer is able to track what articles are most popular with readers.

## Custom Digital Magazine

**NEED:** One of the world's leading suppliers of vitamins, carotenoids, eubiotics, and feed enzymes needed to increase brand exposure, educate and inform its prospects about best practices to improve their operations, and develop a global database of leads for its sales team and distributors.

**SOLUTION:** Produce a digital magazine distributed to a targeted list of potential subscribers from WATT Global Media's AIM master database. This was supported by a multi-channel subscriber development campaign including: targeted e-blasts, prestitial website ads on WATTAgNet.com, text ads in e-newsletters and display ads in print magazines.

**RESULTS:** The multi-channel campaign resulted in tens-of-thousands of brand impressions, more than 1,000 subscribers to the digital magazine and a measurable increase in brand exposure. Furthermore, the sales team was provided with the subscriber list for direct follow-up with qualified prospects.





## Audience Intelligence Marketing

Your tool to reach the right customers every time



**Q:** Are you working to help your team shorten sales cycles and reduce costs?

**Q:** Do you need to precisely target your marketing efforts to the right industry decision-makers?

Overcome sales challenges and get a better return for your marketing investments with the help of WATT Global Media's one-of-a-kind customer database tool, Audience Intelligence Marketing (AIM).

AIM is an integrated customer database that contains demographic and behavioral data from all of WATT Global Media's publications, digital products and events totaling more than 120,000 people in the poultry, feed, pig and pet food industries. This no-cost resource - available to our marketing partners - uniquely identifies and segments the industry decision-makers and influencers you want to reach.

With the power of AIM, we can help you craft an effective and integrated marketing campaign to meet your specific business objectives. AIM can be used to select and target a specific audience for marketing efforts such as:

- » Webinar programs
- » Custom e-newsletters or magazines
- » Coordinated e-blast campaigns
- ...and much more

WATT Global Media is the only media brand in the industry with this advanced capability and you'll quickly see how this tool gives you a competitive advantage in targeting the best prospects and customers.

For more information, **contact:**

**Jeff Miller**

Director of Custom Media

[jmiller@wattglobal.com](mailto:jmiller@wattglobal.com)

+1.815.966.5582

PRINT SPECIFICATIONS

PRINT ADVERTISEMENT SPECIFICATIONS

BLEED AD SPECIFICATIONS

DIGITAL SPECIFICATIONS



# PRINT SPECIFICATIONS

Please provide ad materials in one of the following formats:

- ▶ Acrobat: .pdf (PDF/x-1a is our preferred format for all submissions. Press Quality if also acceptable.)
- ▶ Photoshop: .eps or .tif
- ▶ Illustrator: .eps (fonts outlined and images embedded)

All images MUST be hi-resolution (at least 300 dpi). Convert files to process colors (CMYK). Pantone and spot colors will be converted and may cause a color shift.

### Acceptable Media:

FTP, CD, e-mail (up to 8Mb) or cloud file sharing service (e.g., Sign up for a free account with Dropbox.com or Hightail.com and send links to large files without overloading your inbox).

### Proofs:

Proofs are preferred, but MUST be supplied with all color-critical ads. Only SWOP certified contract proofs are acceptable for critical color.

Identify "For Position Only" by clearly labeling

### Full Page ads:

- ▶ All images and text should be 0.25" from trim
- ▶ Supply 0.125" beyond trim for bleed images
- ▶ Live area for a full page with bleed is 7.375 x 10

### Don't use unacceptable software:

- ▶ Microsoft Word

- ▶ Microsoft Publisher or Power Point
- ▶ Crude paint programs (Paint or MacPaint)
- ▶ Spreadsheet database (i.e. Excel)

We cannot accept these and will ask you to redo them.

Don't scan images low-resolution (below 250 dpi) We cannot guarantee print quality

Ad sizes:	Inches width x depth	Millimeters width x depth
<b>2 page spread</b>		
Non-bleed	15.25 x 10	388 x 254
*Bleed	16 x 10.75	407 x 274
<b>Full page</b>		
Non-bleed	7.375 x 10	188 x 254
*Bleed	8.125 x 10.75	207 x 274
<b>2/3 page</b>		
Non-bleed	4.5 x 10	114 x 254
*Bleed	5 x 10.75	127 x 274
<b>1/2 page</b>		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
*Bleed	8.125 x 5.25	207 x 133
Island - 2 columns	4.5 x 7.5	114 x 191
*Bleed	5 x 8	127 x 203
Vertical - 1/2 page	3.375 x 10	85 x 254
*Bleed	3.875 x 10.75	98 x 274
<b>1/3 page</b>		
Horizontal - 3 columns	7.375 x 3.25	188 x 83
Square - 2 columns	4.5 x 4.625	114 x 118
Vertical - 1 column	2.125 x 10	54 x 254
<b>1/4 page</b>		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 92
Vertical - 1/2 page	3.375 x 4.625	85 x 118
Island - 1 column	2.125 x 7.375	54 x 188
<b>1/6 page</b>		
Horizontal - 2 columns	4.5 x 2.375	114 x 60
Vertical - 1 column	2.125 x 4.625	54 x 118
Banner - 3 columns	7.375 x 1.5	188 x 38
<b>1/8 page</b>		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 57
Vertical - 1 column	2.125 x 3.625	54 x 92

**\*Bleed or Oversize:** No extra charge for bleed. Bleed not acceptable on less than 1/2 page. Keep all live area material 0.5" (13mm) away from edges (trim size 7.875" x 10.5" or 200mm x 267mm).

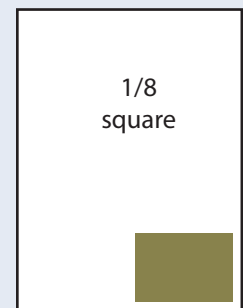
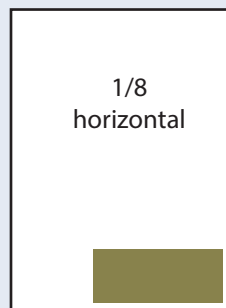
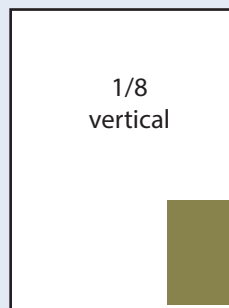
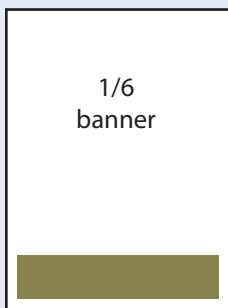
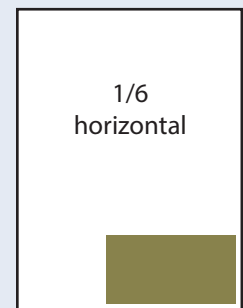
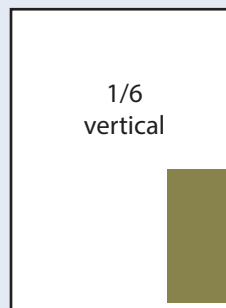
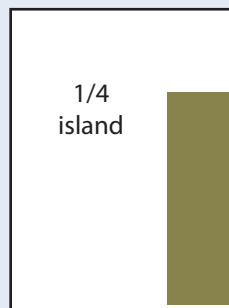
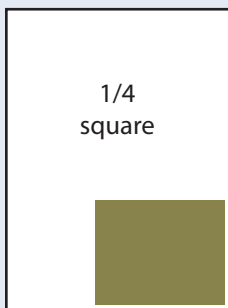
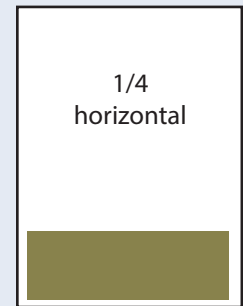
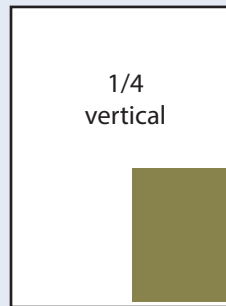
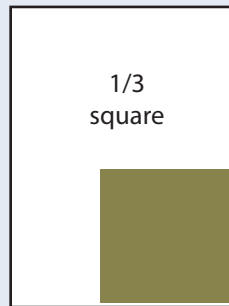
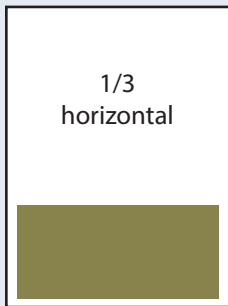
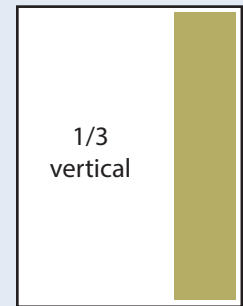
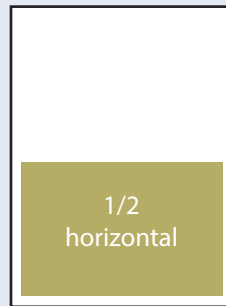
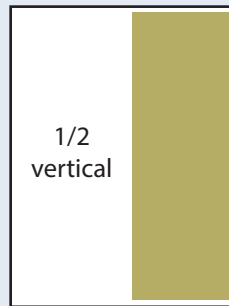
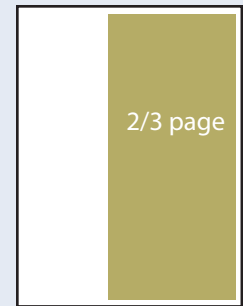
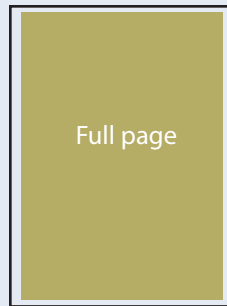
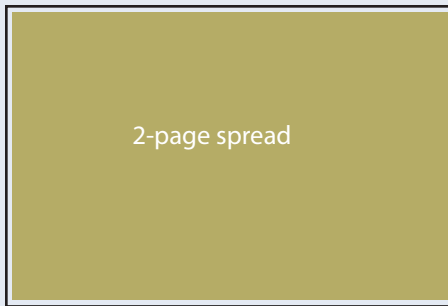
Please see pages 3 and 4 for visual references of ad sizes and additional details on bleed ad specifications.

## SEND FILES VIA:

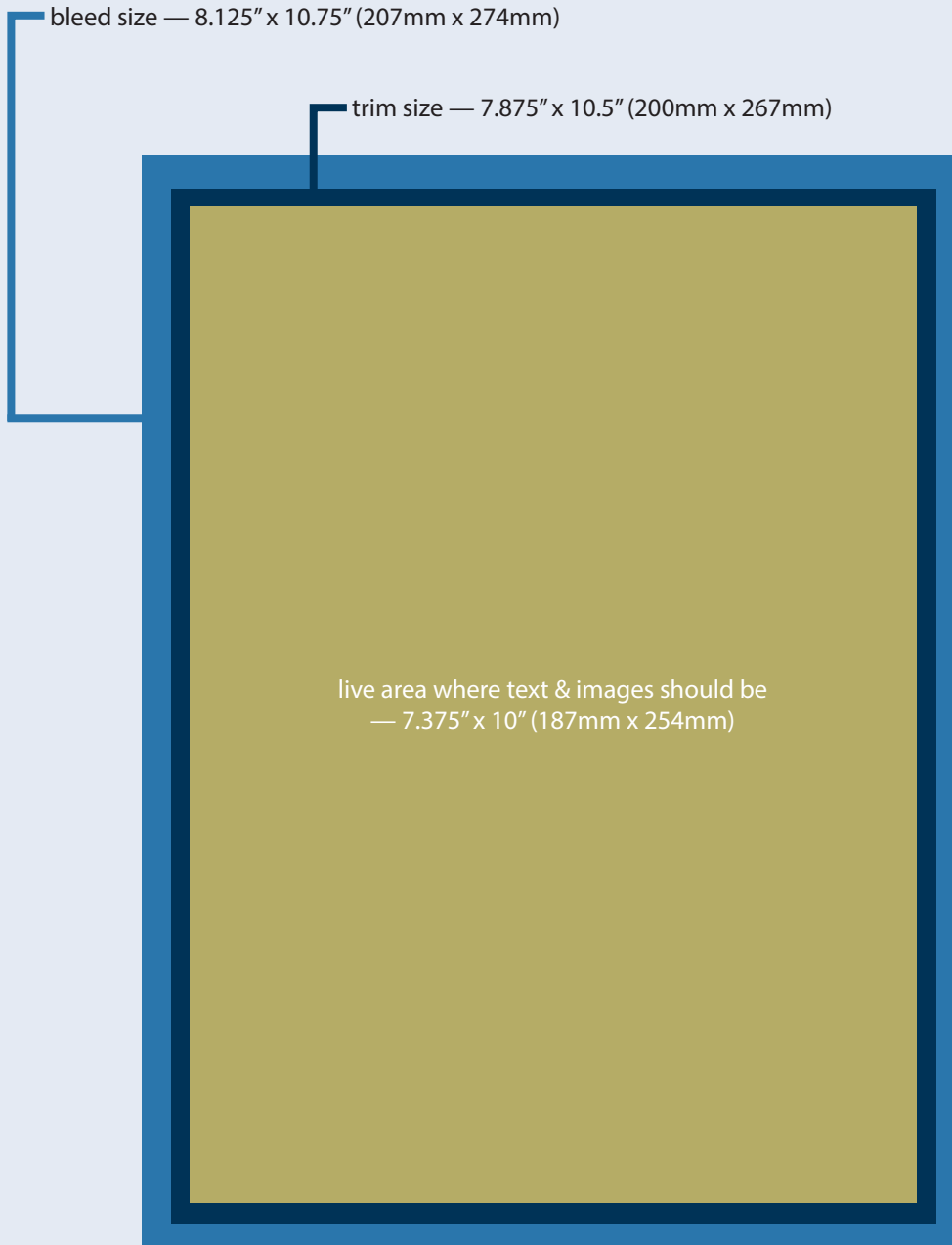
Mail Delivery  
WATT Global Media  
Attn: Connie Miller  
303 North Main Street, Suite #500  
Rockford, Illinois 61101

Email  
cmiller@wattglobal.com

# PRINT ADVERTISEMENT SPECIFICATIONS



## BLEED AD SPECIFICATIONS





## PRINT ADVERTISEMENT SPECIFICATIONS



### CREATING PDFS: PREFERRED FORMAT

PDFs can usually be made either by distilling an EPS exported from programs such as Quark, InDesign and Illustrator, or printed directly from the program you're working in.

#### Distilling:

Adobe highly recommends that PDF's be created from Acrobat Distiller. \*\*Only EPS documents should be Distilled.

1. Select PDF/x1-a or Press Quality in the job options pop-up menu of Distiller.
2. Drag & drop the .eps file onto Distiller. This will create the high-res PDF for you.

#### Printing:

If your computer has an Adobe PDF option in its printer menu:

1. Select Print from the File menu.
2. Select the Adobe PDF printer.
3. Click on the Setup button, then click on the Preferences button.
4. Select PDF/x-1a or Press Quality from the default settings drop-down menu.
5. Click OK to print to PDF.



### ADOBE ILLUSTRATOR

#### 1. Create your ad to size.

- ▶ Use only high-resolution TIFF or EPS images (300dpi)
- ▶ Crop images for use at 100% to avoid huge file sizes and masking problems
- ▶ Use only CMYK colors (convert PMS & RGB colors to CMYK)
- ▶ Do not use spot colors
- ▶ Supply 1/8" beyond trim for bleed images; keep all art within live area 1/4" from trim all around

#### 2. Do all of the following.

- ▶ Look for type that may have shifted in the ad
- ▶ Outline all fonts: Select all, go to Type, Create Outlines, click off.
- ▶ Go to Type, Find font, highlight each font to locate, then delete. Repeat as necessary.
- ▶ Embed all images (Select all, select Embedded Images in Document Info menu)
- ▶ Double check your work: Select all, open the Document Info palette, select Objects in menu:
  - ▶ RGB Objects: None
  - ▶ Spot Color Objects: None
  - ▶ Fonts: None
  - ▶ Linked Images: None
  - ▶ Type: CMYK
  - ▶ Resolution: at least 300 x 300

#### 3. Save File: Go to Save as: Illustrator EPS.

- ▶ Compatibility: Version 10.0
- ▶ Preview: Tiff (8-bit color)
- ▶ Options: Include thumbnails, CMYK Postscript
- ▶ Postscript: Level 3



### ADOBE PHOTOSHOP

#### 1. Create your ad to size.

- ▶ Use only high-resolution TIFF or EPS images (300dpi)
- ▶ Crop images for use at 100% to avoid huge file sizes and masking problems
- ▶ Use only CMYK colors (convert PMS & RGB colors to CMYK)
- ▶ Do not use spot colors
- ▶ Supply 1/8" beyond trim for bleed images; keep all art within live area 1/4" from trim all around

#### 2. Save file as TIFF.

- ▶ Image Compression: None
- ▶ Pixel Order: Interleaved
- ▶ Byte Order: IBM PC
- ▶ Layer Compression: Discard Layers and Save a Copy (if available)

## DIGITAL SPECIFICATIONS

### WEBSITE BANNERS

#### Banner sizes (in pixels)

- ▶ Leaderboard: 728w x 90h (desktop view), 300w x 50h (mobile view)
- ▶ Medium Rectangle (3): 300w x 250h
- ▶ Footerboard: 728w x 90h (desktop view), 300w x 50h (mobile view)
- ▶ Pop-Up ad: 550w x 480h (desktop view), 300w x 250h (mobile view)
- ▶ Slide-In ad: 300w x 250h

Please provide linking instructions and digital ad materials in the following format (The file size must remain under 130K):

- ▶ Static .jpg or .gif files only, no .swf or audio files permitted

### E-NEWS BANNERS

#### Banner size (in pixels)

- ▶ Display Banner: 470w x 56h

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- ▶ .jpg
- ▶ .gif (In Outlook 2007-2010, only the first frame of an animated .gif file will display. Please ensure essential details and company information are on the first frame of the file.)

### SPONSORED LINKS/TEXT ADS

Please provide the following for website and/or e-newsletter sponsored links or text ads:

- ▶ Headline: 64 characters or less (including spaces)
- ▶ Description: 160 characters or less (including spaces)
- ▶ Linking instructions (one hyperlink per insertion, no use of bold type)

### DIGITAL EDITION BLOW-IN ADS

#### Banner size (in pixels)

- ▶ Digital blow-in ad: 300w x 250h or 600w x 400h

Please provide linking instructions and digital ad materials in the following format (maximum file size 130K):

- ▶ Static .jpg or .gif files only, no .swf or audio files permitted

For more information about our other digital products, please visit.

[www.WATTGlobalMedia.com/online-solutions/](http://www.WATTGlobalMedia.com/online-solutions/)

### CUSTOM EMAIL CAMPAIGN SPECIFICATIONS

WATT Global Media email campaign materials should be submitted in finished HTML format.

The following criteria must be met to be considered as finished HTML format:

- ▶ The HTML file must be submitted as an attachment with an .html extension.
- ▶ The styles within the HTML must be applied as basic HTML in-line styles.
- ▶ Internal CSS style sheets are not universally rendered by email providers.
- ▶ Our mailer system does not allow for use of CSS styles.
- ▶ Any images not being hosted externally must be provided separately in an attached zip folder.

If completed HTML cannot be provided we are able to create a basic HTML design. Creating finished HTML email campaign material will add additional fees to the cost of the send. We have standard guidelines to follow for creating the email design.

The following must be supplied before the basic HTML design can begin:

- ▶ Header banner – approximately 600w x 200h pixels in .gif or .jpg web format.
- ▶ Body of text – must be supplied in a selectable format.
- ▶ Additional images – 2-3 small images may be supplied in .gif or .jpg web format to be included.

For multiple sends of a single email campaign, the following must be provided:

- ▶ A few slight revisions to the body copy to avoid being labeled as spam.
- ▶ An updated subject line for each email send.

Here are list of best practices to consider when preparing an eblast campaign:

- ▶ Utilize a strong call to action within the subject line to entice a subscriber to open the email.
- ▶ Place significant text within the top 400 pixels of the layout and ensure that it is compelling enough to stand alone without the images.
- ▶ Tailor the message specifically to your audience.
- ▶ Limit the amount of imagery being used in the design.
- ▶ A 75% text to 25% image ratio is highly recommended.
- ▶ Many e-mail providers do not allow automatic image downloads.
- ▶ Lower image ratios help HTML emails avoid spam filters.

If you have any questions please email  
Connie Miller at [cmiller@wattglobal.com](mailto:cmiller@wattglobal.com).