Dear Marketing Partner,

2017 brings a significant milestone as our company celebrates 100 years in business!

In 1917, my great grandfather, J.W. Watt, was working as a foreman in a printing plant in Mount Morris, Illinois USA, when he decided to take a chance on a magazine called Poultry Tribune that was struggling and was up for sale. He and his business partner, Adon Yoder, bought the publication and went into the publishing business. The rest, as they say, is history.

Over the decades, WATT Global Media has launched, acquired and evolved its media and information services to serve an ever-changing audience around the world. I am proud that after a century in business, the company remains family-owned with corporate headquarters in Rockford, Illinois USA – less than 30 miles from our original office in Mount Morris.

Strong relationships with partners like you play a significant role in WATT Global Media’s longevity and continued success. We remain committed to helping you reach your business goals by providing a highly engaged audience and innovative solutions.

This resource provides just a snapshot of the many ways you can reach your customers and prospects through our media channels. We are ready to work with you to build a customized solution that uniquely addresses your specific needs.

Wishing you continued success in 2017 and beyond!

Cheers,

Greg Watt
President/CEO
POULTRY MARKET

Run with the leader in poultry business information and reach more than 80,000 professionals around the world. For 100 years, the global industry has trusted WATT Global Media’s market-defining expertise, providing you with an ideal audience to connect with buyers.

GEOGRAPHICAL BREAKDOWN

US/CANADA: 29,265
EUROPE: 11,215
LATIN AMERICA: 16,208
ASIA/PACIFIC: 15,440
MIDDLE EAST/AFRICA: 8,786

POULTRY INDUSTRY AUDIENCE ENGAGEMENT

- Publications
- Newsletters
- Events, website, content marketing

TOTAL poultry industry audience reach (unduplicated): 80,914

PRIMARY BUSINESS & INDUSTRY PROFILE

- Farmer/Producer/Breeder: 35%
- Feed Manufacturer: 26%
- Supplier: 20%
- Veterinarian/Nutritionist/Consultant: 16%
- Distributor/Broker/Import/Export/Retail: 10%
- Processor: 9%
- University/Government/Industry Association: 8%

Percentages based on consensus data

SOLUTIONS INDEX

Click on any item listed below to navigate to its dedicated page for complete details. Then, contact your WATT Global Media sales professional to discuss your marketing and communication goals and develop a comprehensive, integrated solution that will help your business succeed.

PUBLICATIONS

- WATT PoultryUSA
- Poultry International
- Industria Avícola
- Egg Industry
- Poultry International China
- WATT Executive Guide to World Poultry Trends
- WATT IPPE Directory

ONLINE SOLUTIONS

- Digital Edition Options
- Newsletters
- WATTAgNet.com
- Online Directory Enhancements
- Native Advertising
- Webinars
- Whitepapers
- Video Programs
- Targeted Audience Messaging

CUSTOM SOLUTIONS

- Research Programs
- Signet AdEffect™ Study
- Content Marketing

AD SPECIFICATIONS

- Print Specifications
- Digital Specifications
WATT PoultryUSA is the business magazine for the U.S. and Canadian integrated poultry meat industry. Reach poultry professionals who depend on industry-defining business information and unique top company data that shapes today’s integrated poultry meat business in the U.S. and Canada. Readers seek this unique expertise through multiple media channels which connects your company with the integrated poultry meat business throughout North America. www.wattpoultryusa-digital.com

GEOPOLITICAL BREAKDOWN

NORTH AMERICA 11,590
INTERNATIONAL 710

CROSS-MARKETING OPPORTUNITIES
WATT PoultryUSA readers are also subscribed to:

30% WATT Poultry Update
19% WattAgNet.com
18% Feed e-News
15% Feed Management magazine
10% Pig International magazine

PRIMARY BUSINESS

Poultry Production .................. 40%
Poultry Processing.................. 17%
Poultry Marketing .................. 10%
Breeder Farm/Hatchery ......... 9%
Feed Manufacturer .............. 7%
Vaccines/Veterinary/Consulting .... 7%
University/Government/Association/Allied to the Industry .... 7%
Commercial Egg Production ... 3%

NOTABLE SUBSCRIBERS
Owner
Cold Springs Farm
Nutritionists
Tecumseh Poultry
Live Production Manager
Pilgrims
Senior Manager of Farms & Feed Mill Operations
Tyson Foods
Live Operations Manager
Harrison Poultry Inc.

2017 ADVERTISING RATES
All rates are in gross U.S. dollars.

<table>
<thead>
<tr>
<th>Display Ad 4-Color</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$8,480</td>
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<td>1/4 Page</td>
<td>$3,050</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$2,040</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$1,540</td>
</tr>
</tbody>
</table>

2-Page Spread $12,700

Marketplace Display Ad
B/W per column inch $280
(Spot color extra)

Marketplace Line Listing
Text only $110
* Includes company name, website, phone number and 120-character description

Contact your sales professional for information on volume discounts for multiple ad insertions or cover premium options.

Commemorating the 100th anniversary of WATT Global Media, this forward-looking series explores how developments in key areas will impact the worldwide poultry industry.

2017 Poultry Market Media Kit - V1

WATT Global Media 100th Anniversary - Sponsorship opportunities are available! Please contact your WATT Global Media sales professional for details.
Poultry International is the global resource for the poultry meat and egg industries worldwide.

Influence a diverse audience of poultry and egg market professionals across multiple job functions throughout 142 countries who rely on Poultry International for practical business applications, in-depth market information and top company data that helps shape the industry.

www.poultryinternational-digital.com

GEOGRAPHICAL BREAKDOWN

EUROPE 5,448
MIDDLE EAST/AFRICA 4,056
ASIA/PACIFIC 10,496

CROSS-MARKETING OPPORTUNITIES

Poultry International readers are also subscribed to:

- Feed International magazine 51%
- WATTtagNet.com 38%
- WATT Poultry Update 33%
- Pig International magazine 30%
- Feed Management magazine 29%

PRIMAR BASE BUSINESS

- Poultry Production.....................18%
- Feed Manufacturer....................15%
- Veterinary/Nutrition/Consulting.....14%
- Poultry Processing....................11%
- University/Government/Association..10%
- Allied to the Industry..................10%
- Poultry Marketing......................8%
- Breeder Farm/Hatchery................7%
- Egg Production/Packing/Processing..7%

PEAK BUSINESS

- Nutrition..................18%
- Process Management...............7%
- Live Production Management....13%
- Grower/Owner......................11%
- Food Safety, Quality Control.....9%
- Technical Services, Other Personnel 7%
- Procurement .......................2%
- Top Executives/Key Corporate Professionals 24%
- Marketing & Sales...............20%
- Nutritionists, R&D.................20%
- Live Production Management 13%
- Grower/Owner 11%
- Food Safety, Quality Control 9%
- Technical Services, Other Personnel 7%
- Procurement 2%

NOTABLE SUBSCRIBERS

Managing Director
Bairaha Farms PLC
Nutriiost
Avena Nutricio SL
Poultry Production Manager
Jata Emona DOO
Owner
Prasit Farm
Vice President of Finance
Tyson Foods

EDITORIAL CALENDAR 2017

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>BONUS DISTRIBUTION/ VALUE ADDED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IPPE 2017 Atlanta VIV Asia</td>
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<tr>
<td>FEB</td>
<td>Future of Feed Ingredients Flock Health VIV Asia Preview Space Closing: Jan 5, 2017 Materials Deadline: Jan 9, 2017</td>
</tr>
<tr>
<td></td>
<td>VIV Asia</td>
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<tr>
<td></td>
<td>Figan Zaragoza</td>
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<tr>
<td></td>
<td>China Animal Husbandry Expo (CAHE)</td>
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<td>Directory Listingfogo</td>
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<td></td>
<td>VIV Turkey</td>
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<tr>
<td></td>
<td>International Poultry Forum China</td>
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<tr>
<td></td>
<td>SPACE Signet AdEffect Study</td>
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<tr>
<td>OCT</td>
<td>World’s Top Poultry Companies Space Closing: Aug 30, 2017 Materials Deadline: Sep 1, 2017</td>
</tr>
<tr>
<td></td>
<td>IPPE 2018 Atlanta</td>
</tr>
</tbody>
</table>

2017 ADVERTISING RATES

Display Ad 4-Color 1x $10,020
2/3 Page $7,790
2/4 Page $5,410
2/5 Page $3,400
2/6 Page $2,430
2/8 Page $1,800
3/8 Page $1,500

Marketplace Display Ad B/W per column inch ........$260
(Spot color extra) Marketplace Line Listing Text only* .........................$110

* Includes company name, website, phone number and 120-character description

Contact your sales professional for information on volume discounts for multiple ad insertions or cover premium options.

Commemorating the 100th anniversary of WATT Global Media, this forward-looking series explores how developments in key areas will impact the worldwide poultry industry.
Industria Avícola is the only Spanish language publication serving the entire Latin American poultry meat and egg industries. Target professionals from Mexico through Central/South America and the Caribbean who trust Industria Avícola’s comprehensive coverage of business data, top company information, trends and developments in the America Latina region.

www.industriavicaloa-digital.com
Egg Industry is the news source for the North American egg industry. Reach professionals throughout the North American layer industry who depend on Egg Industry for timely coverage of regulatory affairs, business information and exclusive top company production data to keep their business at a competitive advantage.

www.eggindustry-digital.com

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**EDITORIAL CALENDAR 2017**

<table>
<thead>
<tr>
<th>TOPICS</th>
<th>BONUS DISTRIBUTION/ VALUE ADDED</th>
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</thead>
<tbody>
<tr>
<td>JAN</td>
<td></td>
</tr>
<tr>
<td>Future of Poultry Genetics</td>
<td>IPPE 2017 Atlanta</td>
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<tr>
<td>FEB</td>
<td></td>
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<tr>
<td>Top Companies</td>
<td></td>
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<tr>
<td>Midwest Poultry Show Preview</td>
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<tr>
<td>Space Closing: Jan 19, 2017</td>
<td></td>
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<tr>
<td>Materials Deadline: Jan 23, 2017</td>
<td></td>
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<tr>
<td>MAR</td>
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<tr>
<td>Future of Feed Ingredients</td>
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<tr>
<td>Future of Poultry Health</td>
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<td>Space Closing: Feb 16, 2017</td>
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<td>Materials Deadline: Feb 20, 2017</td>
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<td>APR</td>
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<tr>
<td>Future of Poultry Gut Health</td>
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<tr>
<td>Space Closing: Mar 22, 2017</td>
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<td>Materials Deadline: Mar 24, 2017</td>
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<tr>
<td>MAY</td>
<td></td>
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<tr>
<td>Future of Poultry Welfare</td>
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<tr>
<td>Space Closing: Apr 19, 2017</td>
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<tr>
<td>Materials Deadline: Apr 21, 2017</td>
<td></td>
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<tr>
<td>JUN</td>
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<tr>
<td>Future Poultry Industry Structure</td>
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<tr>
<td>Space Closing: May 17, 2017</td>
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<tr>
<td>Materials Deadline: May 19, 2017</td>
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<tr>
<td>JUL</td>
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<tr>
<td>Future of Poultry Nutrition</td>
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<tr>
<td>Space Closing: Jun 20, 2017</td>
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<tr>
<td>Materials Deadline: Jun 22, 2017</td>
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<tr>
<td>AUG</td>
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<tr>
<td>Future of Poultry Processing</td>
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<tr>
<td>Space Closing: Jul 20, 2017</td>
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<td>Materials Deadline: Jul 24, 2017</td>
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<tr>
<td>SEP</td>
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<tr>
<td>Future of Environmental Sustainability</td>
<td></td>
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<tr>
<td>Space Closing: Aug 19, 2017</td>
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<tr>
<td>Materials Deadline: Aug 22, 2017</td>
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<tr>
<td>OCT</td>
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<tr>
<td>Future of Poultry Husbandry</td>
<td></td>
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<tr>
<td>Space Closing: Sep 20, 2017</td>
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<tr>
<td>Materials Deadline: Sep 22, 2017</td>
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<tr>
<td>NOV</td>
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<tr>
<td>Future of Competing Proteins</td>
<td></td>
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<tr>
<td>Space Closing: Oct 19, 2017</td>
<td></td>
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<tr>
<td>Materials Deadline: Oct 23, 2017</td>
<td></td>
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<tr>
<td>DEC</td>
<td></td>
</tr>
<tr>
<td>Future Food Safety for Poultry</td>
<td></td>
</tr>
<tr>
<td>IPPE 2018 Atlanta Preview</td>
<td></td>
</tr>
<tr>
<td>Space Closing: Nov 15, 2017</td>
<td></td>
</tr>
<tr>
<td>Materials Deadline: Nov 17, 2017</td>
<td></td>
</tr>
</tbody>
</table>

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**PRIMARY BUSINESS**

- Commercial Egg Production: 35%
- Breeder/Hatchery: 20%
- Veterinary/Nutrition/Consulting: 17%
- Broker/Distributor/Wholesaler: 12%
- Egg Processing: 7%
- University/Government/Allied to the Industry: 6%
- Supplier: 3%
- Distributor/Wholesaler: 6%
- Nutritionist, R&D: 24%
- Corporate Professionals: 24%
- Farm Production: 28%
- Ranch Management: 12%
- Marketing & Sales: 9%
- Allied to the Industry: 3%

---

**GEOGRAPHICAL BREAKDOWN**

- **NORTH AMERICA**: 1,812
- **INTERNATIONAL**: 188

---

**CROSS-MARKETING OPPORTUNITIES**

Egg Industry readers are also subscribed to:

- 41% WATT PoultryUSA magazine
- 39% WATT Poultry Update
- 26% WATTAgNet.com
- 22% Pig International magazine
- 22% Feed Management magazine

---

**NOTABLE SUBSCRIBERS**

- Production Manager
  - Calmaine Foods Inc.
  - President
  - Rose Acre Farms
  - Senior Livestock Analyst
  - Tyson Foods Inc.
  - Bunge
  - Sourcing Manager (Purchasing)

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**2017 ADVERTISING RATES**

All rates are in gross U.S. dollars.

<table>
<thead>
<tr>
<th>Display Ad 4-Color</th>
<th>1x</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$4,100</td>
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<tr>
<td>1/2 Page</td>
<td>$3,170</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,330</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,520</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$6,150</td>
</tr>
</tbody>
</table>

**Marketplace Display Ad**

B/W per column inch $180

**Marketplace Line Listing**

Text only* $110

* Includes company name, website, phone number and 120-character description

**Space Closing**

- IPPE 2017 Atlanta
- IPPE 2018 Atlanta

**Future of Poultry Husbandry**

Space Closing: Sep 20, 2017

Materials Deadline: Sep 22, 2017

**Future of Competing Proteins**

Space Closing: Oct 19, 2017

Materials Deadline: Oct 23, 2017

**Future of Food Safety for Poultry**

IPPE 2018 Atlanta Preview

Space Closing: Nov 15, 2017

Materials Deadline: Nov 17, 2017

**Future of Environmental Sustainability**

Space Closing: Aug 19, 2017

Materials Deadline: Aug 22, 2017

**Future of Poultry Gut Health**

Space Closing: May 17, 2017

Materials Deadline: May 19, 2017

**Future Food Safety for Poultry**

IPPE 2018 Atlanta Preview

Space Closing: Nov 15, 2017

Materials Deadline: Nov 17, 2017

**Future of Poultry Genetics**

Space Closing: Dec 20, 2016


**Future of Poultry Processing**

Space Closing: Jul 20, 2017

Materials Deadline: Jul 24, 2017

**Future of Environmental Sustainability**

Space Closing: Aug 19, 2017

Materials Deadline: Aug 22, 2017

**Future of Poultry Gut Health**

Space Closing: May 17, 2017

Materials Deadline: May 19, 2017

**Future of Poultry Welfare**

Space Closing: Apr 19, 2017

Materials Deadline: Apr 21, 2017

**Future of Poultry Industry Structure**

Space Closing: May 17, 2017

Materials Deadline: May 19, 2017

---

**2017 Poultry Market Media Kit - V1**

- Please contact your WATT Global Media sales professional for details.

---

**WATT Global Media 100th Anniversary**

Commemorating the 100th anniversary of WATT Global Media, this forward-looking series explores how developments in key areas will impact the worldwide poultry industry.

---

**2017 Poultry Market Media Kit - V1**

- Please contact your WATT Global Media sales professional for details.

---

**WATT Global Media 100th Anniversary**

- Sponsorship opportunities are available!
- For more information, please contact your WATT Global Media sales professional.

---

**2017 Poultry Market Media Kit - V1**

- Please contact your WATT Global Media sales professional for details.
POULTRY INTERNATIONAL CHINA

Poultry International China is the Mandarin language business resource for the Chinese poultry industry.

Target leading commercial poultry companies and other key professionals in the fast-growing Chinese market. Articles cover a wide range of production, processing and marketing topics, along with special reports on industry developments, products, shows and seminars. Published bi-monthly, Poultry International China reaches 8,300 industry professionals who receive important information to remain competitive in the market.

http://www.guojixumu.com/jiaqin/enindex.aspx

2017 ADVERTISING RATES

All rates are in gross U.S. dollars.

Display Ad 4-Color

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,430</td>
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<tr>
<td>1/2 Page</td>
<td>$2,940</td>
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<tr>
<td>1/3 Page</td>
<td>$2,110</td>
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<tr>
<td>1/4 Page</td>
<td>$1,700</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>$6,620</td>
</tr>
</tbody>
</table>

Contact your sales professional for information on volume discounts for multiple ad insertions or cover premium options.

2018 ADVERTISING RATES

Space Closing: October 12, 2017

All rates are in gross U.S. dollars.

Contact your sales professional for information on volume discounts for multiple ad insertions or cover premium options.

WATT IPPE DIRECTORY

The WATT IPPE Directory is a comprehensive resource for the International Production & Processing Expo (IPPE) in Atlanta, Ga. USA. Reach a global audience of influencers and decision-makers in the poultry, feed and meat industries in more than 140 countries as they plan for and attend one of the world’s largest and Top 50 fastest-growing annual trade shows.

Released in mid-November, Poultry Trends is distributed digitally three additional times (December, February and June) which are key planning cycles for poultry professionals. Poultry Trends also has print bonus distribution at industry-appropriate meetings and global events in 2017. In addition, advertisers placing a 1/2-page or larger advertisement receive all of the data in unlocked Excel spreadsheets. Customize the data for your own presentations and save hours of work searching, formatting and creating data for your business development needs.

NOTE: All content subject to change.
Digital editions provide the benefits of an interactive platform with all the familiarity of a traditional print layout. Engage readers at a deeper level with specialty ads and interactive enhancements that extend beyond the limits of print – such as video, audio, hyperlinks and more – while they consume your message on any digital device.

**E-NEWSLETTERS**

Influence executives and professionals in the global agribusiness market who rely on weekly and daily email newsletters to deliver current industry news in a mobile-friendly format.

**WATT POULTRY UPDATE**

Total engaged subscribers: 25,000 (as of September 1, 2016)

Daily e-newsletter sent Monday through Friday each week in a mobile-friendly headline format for global poultry growers, producers and integrators.

- **6 TOTAL AD SPACES AVAILABLE**
  - Choose banner ad (470 x 56) OR text ad (64-character headline & 160-character description)
  - $995 per newsletter insertion

**AVES Y BALANCEADOS LATINOAMÉRICA**

Total engaged subscribers: 8,000 (as of September 1, 2016)

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

- **6 TOTAL AD SPACES AVAILABLE**
  - Choose banner ad (470 x 56) OR text ad (64-character headline & 160-character description)
  - $795 per newsletter insertion

**TRENDING THIS WEEK**

Total engaged subscribers: 38,000 (as of September 1, 2016)

Weekly e-newsletter sent each Sunday highlighting the five most popular stories on WATTAgNet.com from that week in a condensed, mobile-optimized format.

- **2 TOTAL AD SPACES AVAILABLE**
  - Banner ad only - 300 x 250 (no text ads)
  - $995 per newsletter insertion

**TRADE SHOW SPECIAL EDITION NEWSLETTERS**

- **IPPE Weekly and VIV Asia Weekly**

  These two special edition e-newsletters are sent once per week for the four weeks leading up to the opening of the industry event, featuring exclusive news and exhibitor profiles.

- **5 TOTAL SPONSORS PER WEEKLY ISSUE**
  - Includes logo, 60-word description, booth number & website
  - $1,750 per newsletter insertion

**NOTE:** Volume discounts and combination rates with print advertising and event sponsorship programs are available for all e-newsletters. Ad space is limited and available on a first come, first served basis.

**DIGITAL EDITIONS SPECIALTY ADS & ENHANCEMENTS**

Digital editions provide the benefits of an interactive platform with all the familiarity of a traditional print layout. If desired, a blow-in ad can be two-sided and flip back and forth like the front and back of a printed page.

**DIGITAL BLOW-IN AD**

Much like a printed card insert, a digital blow-in ad grabs attention and provides flexibility. Your message can be placed in a variety of positions throughout the publication.

**SIZE**

Width: 6” (152mm)  
Height: 4.5” (102mm)  
$2,500 per issue

**DIGITAL COVER TIP**

The full-page format and premium placement of a digital cover tip offers maximum exposure for your brand. The expansive size provides endless opportunities for creative design elements and more detailed description.

**SIZE**

Width: 7.375” (188mm)  
Height: 10” (254mm) maximum  
$5,000 per issue

**DIGITAL BELLY STRIP**

Similar to a traditional printed belly band, a digital belly strip is the first thing subscribers see when they open a digital edition. Use a digital belly strip to offer a teaser and direct readers to your relevant content inside or to build general brand awareness.

A digital belly strip is two-sided and flips back and forth on the left edge just like the front and back of a printed page.

**SIZE**

Width: 7.375” (188mm)  
Height: between 4” (102mm) minimum to 5” (127mm) maximum  
$3,000 per issue

**DIGITAL BELLY STRIP**

Similar to a traditional printed belly band, a digital belly strip is the first thing subscribers see when they open a digital edition. Use a digital belly strip to offer a teaser and direct readers to your relevant content inside or to build general brand awareness.

A digital belly strip is two-sided and flips back and forth like the front and back of a printed page.

**SIZE**

Width: 7.375” (188mm)  
Height: 10” (254mm) maximum  
$5,000 per issue
Reach a highly-engaged and growing online community working in the poultry, pig and animal feed industries worldwide. These professionals turn to WATTAgNet.com’s mobile-optimized format to quickly and easily access the latest news and exclusive market data on any device.

On WATTAgNet.com, your message will be seen by an average of more than 70,000 unique visitors each month who come to our site for an unparalleled variety of business content including:

- Exclusive, in-depth articles in our digital magazines
- Detailed 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

KEY WEBSITE STATISTICS

- More than 250,000 page views per month (57% increase year-over-year)
- Average of 137,000 site visits per month (56% increase year-over-year)
- Average of 70,000 unique visitors per month (more than 37,000 registered users)

WATTAgNet.com offers the following internationally-recognized IAB (Interactive Advertising Bureau) ad sizes on the home page:

<table>
<thead>
<tr>
<th>POSITION</th>
<th>Cost per thousand impressions (CPM)</th>
<th>Estimated total available monthly impressions*</th>
<th>Price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>$80</td>
<td>20,000</td>
<td>$1,600</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$75</td>
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<tr>
<td>Bottom Leaderboard</td>
<td>$70</td>
<td>10,000</td>
<td>$1,400</td>
</tr>
</tbody>
</table>

WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2016-2017. 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 Channel Advertising Options

**Poultry Channel Buys Available**
- Poultry channel
- Industria Avicola channel

WATTAGNet.com offers the following internationally-recognized IAB (Interactive Advertising Bureau) ad sizes on the Poultry and Industria Avicola channel pages:

<table>
<thead>
<tr>
<th>Channel Position</th>
<th>Top Leaderboard 728 x 90</th>
<th>Medium Rectangle (3) 300 x 250</th>
<th>Bottom Leaderboard 728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COST PER THOUSAND IMPRESSIONS (CPM)</strong></td>
<td>$80</td>
<td>$75</td>
<td>$70</td>
</tr>
<tr>
<td><strong>ESTIMATED TOTAL AVAILABLE MONTHLY IMPRESSIONS</strong></td>
<td>45,000</td>
<td>45,000</td>
<td>45,000</td>
</tr>
<tr>
<td><strong>PRICE PER MONTH</strong></td>
<td>$3,600</td>
<td>$3,375</td>
<td>$3,150</td>
</tr>
<tr>
<td><strong>50% AVAILABLE MONTHLY IMPRESSIONS</strong></td>
<td>22,500</td>
<td>22,500</td>
<td>22,500</td>
</tr>
<tr>
<td><strong>PRICE PER MONTH</strong></td>
<td>$1,800</td>
<td>$1,687</td>
<td>$1,575</td>
</tr>
</tbody>
</table>

### Industrial Avicola Channel Position

<table>
<thead>
<tr>
<th>Channel Position</th>
<th>Top Leaderboard 728 x 90</th>
<th>Medium Rectangle (3) 300 x 250</th>
<th>Bottom Leaderboard 728 x 90</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COST PER THOUSAND IMPRESSIONS (CPM)</strong></td>
<td>$80</td>
<td>$75</td>
<td>$70</td>
</tr>
<tr>
<td><strong>ESTIMATED TOTAL AVAILABLE MONTHLY IMPRESSIONS</strong></td>
<td>12,000</td>
<td>12,000</td>
<td>12,000</td>
</tr>
<tr>
<td><strong>PRICE PER MONTH</strong></td>
<td>$960</td>
<td>$900</td>
<td>$840</td>
</tr>
<tr>
<td><strong>50% AVAILABLE MONTHLY IMPRESSIONS</strong></td>
<td>6,000</td>
<td>6,000</td>
<td>6,000</td>
</tr>
<tr>
<td><strong>PRICE PER MONTH</strong></td>
<td>$480</td>
<td>$450</td>
<td>$420</td>
</tr>
</tbody>
</table>

*WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2016-2017. 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.*

**INTERSTITIAL ADS**

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.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>PRICE PER WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pop-Up 550x480 (300x250 - Mobile)</td>
<td>$2,000</td>
</tr>
<tr>
<td>Slide-In 300x250 (Mobile = N/A)</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

(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.

**ONLINE DIRECTORY ENHANCEMENTS**

NEW! The online directory of suppliers on WATTAGNet.com has a fresh new look and improved functionality, making it easier for prospective customers to find your business. Plus, enhanced listings offer new features such as the ability to include images, video and files for download in your profile.

Enhanced Directory Listing Options
- Purchase a print-only or online-only enhanced directory listing
- Purchase the print AND online enhanced listing for the best value and greatest exposure

Contact your WATT Global Media sales professional for more information and pricing.
What is Native Advertising?

Native advertising is sponsored content that is consistent with a publisher’s editorial standards and also meets the content expectations of the audience. By repackaging your existing content in a visually engaging manner, you can build brand awareness, position your company as a thought leader, and reach more potential customers - with minimal setup time.

How does it work?

FIRST, we partner with you to develop a dedicated Native Article page:

» We create a Native Article page on WATTAgNet.com that combines content from your website with WATT’s trusted content to create an informative, engaging page on the topic of your choice.

» All you need to supply are web addresses for the high-value content landing pages on your website.

» We use our state-of-the-art tools to combine your content and ours into one page of must-read content on your chosen topic.

» Your content is clearly labeled and readers will be directed to the full story on your website.

» You supply multiple pieces of content (URLs), and can rotate or add new content weekly if desired.

» All page setup work done by WATT editorial and technology teams.

» You have exclusive banner ad positions on your article page – no other ads appear.

NEXT, we promote your dedicated article page in various media channels to drive traffic to your content:

» A highly visible banner ad – developed by WATT – on the Home page and Channel page of WATTAgNet.com drives readers to your dedicated Native Article page

» Sponsored links on Home page and Channel page of WATTAgNet.com lead readers to your Native Article page

» Sponsored links in WATT e-newsletters directs readers to your Native Article page

» Your Native Article page promoted in an appropriate e-newsletter one time per month, per campaign

Contact your WATT Global Media sales professional for complete program specifications and pricing information.
WHITEPAPERS

Present your company as an unbiased solution provider and thought leader by providing technical information and research about pressing industry problems. Repurpose your educational content into a whitepaper resource to attract new prospects and retain current customers.

WHITEPAPER PROGRAM DETAILS

$3,500 per month*

<table>
<thead>
<tr>
<th>TECHNOLOGY</th>
<th>CONTENT</th>
<th>PROMOTION</th>
<th>REPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whitepaper hosting on WATTAgNet.com</td>
<td>Repurpose existing content</td>
<td>Sponsored link on website and in appropriate e-newsletters</td>
<td>Contact information of viewers provided monthly</td>
</tr>
</tbody>
</table>

BEST VALUE - Whitepaper Package - $6,000 per month*

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

*Additional costs may be incurred for writing, editing or creative services. Discounts are available for print and online advertisers.

VIDEOS

Transform your existing video content into a powerful lead generation tool. Hosting your videos on WATTAgNet.com is an excellent way to enhance credibility, educate the market about your products and services, and drive sales inquiries in a unique and engaging way.

VIDEO PROGRAM DETAILS

$4,000 per send

<table>
<thead>
<tr>
<th>TECHNOLOGY</th>
<th>CONTENT</th>
<th>PROMOTION</th>
<th>REPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video content hosted on WATTAgNet.com (search engine-friendly)</td>
<td>Repurpose existing video content</td>
<td>Sponsored link on website and in appropriate e-newsletters</td>
<td>Contact information of viewers provided monthly</td>
</tr>
</tbody>
</table>

CONTACT YOUR WATT GLOBAL MEDIA SALES PROFESSIONAL FOR CUSTOMIZED PRICING INFORMATION.

TARGETED AUDIENCE MESSAGE

Capture the undivided attention of a specific audience with customized, targeted email messaging. Generate interest and drive sales by connecting with the right segment of professionals who can purchase or recommend your product or service.

AUDIENCE MESSAGE PROGRAM DETAILS

$4,000 per send

<table>
<thead>
<tr>
<th>SEGMENTATION</th>
<th>CONTENT</th>
<th>PRODUCTION</th>
<th>REPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select your ideal target audience from our advanced behavioral database</td>
<td>Provide marketing message</td>
<td>Digital Production Team handles layout, testing and delivery in HTML and text formats</td>
<td>Report includes number of sends, open rate and click-thru rate</td>
</tr>
</tbody>
</table>

| DATABASE SERVICES AVAILABLE |
| Detailed analysis available upon request |

Discounts are available for multiple programs and print/online advertisers. Contact your WATT Global Media sales professional for details.
SIGNET ADEFECT™ STUDIES

Receive valuable reader feedback and analysis on the effectiveness of your display ad in a particular publication issue. Use results to find new ways to better communicate with your target market and realize a stronger return on your advertising investment.

Marketers placing an advertisement of a specified size (or larger) receive a free copy of the study which includes:

- 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.

2017 Schedule:
- WATT PoultryUSA April issue (1/3 pg +)
- Industria Avícola April issue (1/3 pg +)
- Feed Management May/June issue (1/3 pg +)
- WATT PoultryUSA June/July issue (1/3 pg +)
- Petfood Industry July issue (1/3 pg +)
- Poultry International August issue (1/3 pg +)

Whether your needs are exploratory or you want to quantify market opportunities, our professional researchers have the experience to recommend the right method for your objectives and budget. No project is too large or small, and our industry-leading behavioral database ensures excellent sample selection.

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

To explore more Case Studies, visit www.WATTGlobalMedia.com/custom-solutions/custom-media-portfolio

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:
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.

Case Studies: Custom Digital Magazine

NEEDS:
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 advanced behavioral 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.

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, Native Advertising on WATTAgNet.com and print advertising 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 videos and instructions to order the promotional DVD.

SOLUTION:
An international poultry health company needed to promote three videos and instructions to order the promotional DVD. Audience Intelligence Marketing (AIM) master database was able to identify other information channels the subscribers were using thereby providing further value to the customer.

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

To explore more Case Studies, visit www.WATTGlobalMedia.com/custom-solutions/custom-media-portfolio

Content Marketing

Tell your story and reach buyers with valuable, relevant content through a variety of solutions in content marketing.

Capabilities:
- Custom publications
- Case studies
- Whitepapers
- Custom webinars
- Custom e-newsletters
- Roundtable events
- Advertisials
- Educational symposiums
- Videos and blogs
- Subscriber development campaigns

Contact your WATT Global Media sales professional to discuss how you can leverage your proprietary content with a content marketing program.

Research

Obtain professional opinions, data and valuable insights with customized research solutions.

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.

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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.

To explore more Case Studies, visit www.WATTGlobalMedia.com/custom-solutions/custom-media-portfolio

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- Educational symposiums
- Videos and blogs
- Subscriber development campaigns

Contact your WATT Global Media sales professional to discuss how you can leverage your proprietary content with a content marketing program.

Research

Obtain professional opinions, data and valuable insights with customized research solutions.
Please provide ad materials in one of the following formats:

- Acrobat: .pdf (PDFv. 1.x is our preferred format for all submissions. Please qualify if also acceptable.)
- Photoshop: .ps 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.

Problems:

- Proofs MUST be supplied with all color-critical ads. Only SWOP certified contract proofs are acceptable for critical color.
- Do not 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.

Do not scan images low-resolution (below 250 dpi) We cannot guarantee print quality.
**BLEED PRINT SPECIFICATIONS**

**2-page bleed spread**

- Live area

**Full-page bleed**

- Live area

**2/3 page, vertical bleed**

- Live area

**1/2 page bleed**

- Live area

---

**Ad sizes:**

<table>
<thead>
<tr>
<th>Ad sizes</th>
<th>Inches width x depth</th>
<th>Millimeters width x depth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread</td>
<td>16 x 10.75</td>
<td>407 x 274</td>
</tr>
<tr>
<td>Bleed</td>
<td>16 x 10.75</td>
<td>407 x 274</td>
</tr>
<tr>
<td>Full page</td>
<td>8.125 x 10.75</td>
<td>207 x 274</td>
</tr>
<tr>
<td>2/3 page</td>
<td>8.125 x 10.75</td>
<td>207 x 274</td>
</tr>
<tr>
<td>Bleed</td>
<td>5 x 10.75</td>
<td>127 x 274</td>
</tr>
<tr>
<td>1/2 page</td>
<td>8.125 x 5.25</td>
<td>207 x 133</td>
</tr>
<tr>
<td>Island</td>
<td>5 x 8</td>
<td>127 x 203</td>
</tr>
<tr>
<td>Vertical</td>
<td>3.875 x 10.75</td>
<td>98 x 274</td>
</tr>
</tbody>
</table>

**Bleed or Oversize:**

- **No extra charge for bleed.** Bleed not acceptable on less than 1/2 page.

---

**BLEED AD SPECIFICATIONS - SAMPLE FULL-PAGE BLEED AD**

**Bleed size — 8.125” x 10.75” (207mm x 274mm)**

**Trim size — 7.875” x 10.5” (200mm x 267mm)**

**Live area where text, logos and images should be — 7.375” x 10” (188mm x 254mm)**

---

**Bleed file size measures 8.125” x 5.25”**

- **Ad will ultimately trim to 7.875” x 5.125”**

- **(200mm x 130mm)**

- All “live” matter must remain within the yellow area - 7.375” x 10” (188mm x 254mm) to avoid trimming errors.

---

**Bleed file size measures 3.875” x 10.75”**

- **Ad will ultimately trim to 3.75” x 10.5”**

- **(95mm x 267mm)**

- All “live” matter must remain within the dark red area - 3.5” x 10” (89mm x 254mm) to avoid trimming errors.

---

**Bleed file size measures 6” x 8”**

- **Ad will ultimately trim to 4.975” x 7.625”**

- **(124mm x 194mm)**

- All “live” matter must remain within the dark blue area - 4.625” x 7.1875” (117mm x 184mm) to avoid trimming errors.

---

**Bleed file size measures 5” x 10.75”**

- **Ad will ultimately trim to 4.875” x 10.5”**

- **(124mm x 267mm)**

- All “live” matter must remain within the dark blue area - 4.625” x 10” (117mm x 254mm) to avoid trimming errors.

---

**Bleed file size measures 8.125” x 10.75”**

- **Ad will ultimately trim to 7.875” x 10.5”**

- **(200mm x 267mm)**

- All “live” matter must remain within the yellow area - 7.375” x 10” (188mm x 254mm) to avoid trimming errors.

---

**Bleed file size measures 5” x 10.75”**

- **Ad will ultimately trim to 4.875” x 10.5”**

- **(124mm x 267mm)**

- All “live” matter must remain within the dark blue area - 4.625” x 10” (117mm x 254mm) to avoid trimming errors.
**WATT 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 600x200 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.

**CUSTOM EMAIL CAMPAIGN SPECIFICATIONS**

**WEBSITE BANNERS**

Banner sizes (in pixels)
- Leaderboard: 728w x 90h (desktop view), 300x 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, .gif, or .png 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 LNK/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)

If you have any questions regarding website or electronic newsletter sponsored links or text ads, please contact Connie Miller at cmiller@wattglobal.com.

**DIGITAL MAGAZINE SPECIALTY AD SPECIFICATIONS**

**DIGITAL BLOW-INS**

A digital belly strip is 2-sided and will display on the front cover of the issue. A PDF will be required for each side, and they will flip back and forth (much like a printed page).

- Specs for each of the 2 PDFs are:
  - Width — 7.375” wide (188mm)
  - Height — 5” tall (127mm) maximum, 4” tall (102mm) minimum — Height is left to discretion of the client.

No crop marks or extra bleed is required, as the materials are built to size and will not be printed.

- Resolution must be between 150 and 300 dpi.
- Please supply a URL link for the blow-in banner.

**DIGITAL BELLY STRIP**

A digital cover tip is 2-sided and will display on the front cover of the issue. A PDF will be required for each side, and they will flip back and forth (much like a printed page).

- Specs for each of the 2 PDFs are:
  - Width — 7.625” wide (194mm)
  - Height — 10.25” tall (260mm) maximum — Height is left to discretion of the client.

- Resolution must be between 150 and 300 dpi.
- Please supply a URL link for the blow-in banner.

**DIGITAL COVER TIP**

A digital cover tip is 2-sided and will display on the front cover of the issue. A PDF will be required for each side, and they will flip back and forth (much like a printed page).

- Specs for each of the 2 PDFs are:
  - Width — 7.625” wide (194mm) — please see note below**
  - Height — 10.25” tall (260mm) maximum — please see note below**

- Resolution must be between 150 and 300 dpi — please see note below**

If a digital cover tip is purchased in addition to a printed cover tip, the same PDF materials may be used for both print and digital editions. However, a couple of changes are required for the specs:

- **Width** — 7.875” wide (200mm) including bleed — WATT will trim PDF to specs for digital edition
- **Height** — 10.5” tall (267mm) including bleed — WATT will trim PDF to specs for digital edition
- **Resolution must be at least 300 dpi to guarantee print quality.**

If you have any questions regarding digital magazine ad specifications, please email Jim Riedl at jriedl@wattglobal.com.