

A large, stylized letter 'W' composed of three slanted rectangular blocks in shades of blue and dark blue. A thick blue horizontal bar extends from the right side of the 'W' across the page.

2017

AD SPECIFICATIONS

PRINT ADVERTISEMENT 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.**

Proofs:

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



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 are 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.

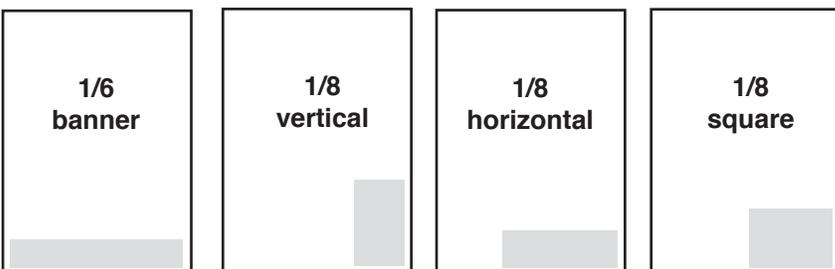
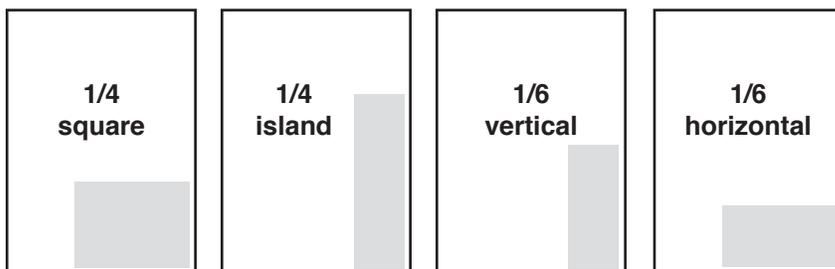
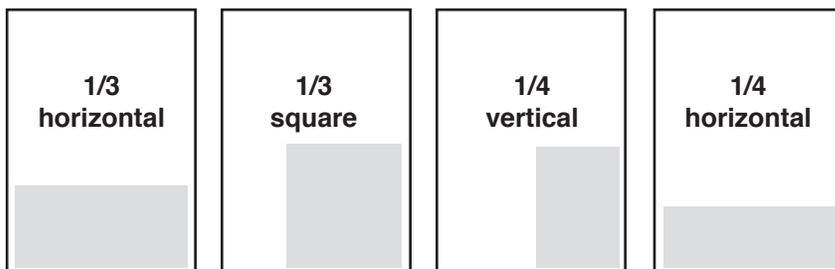
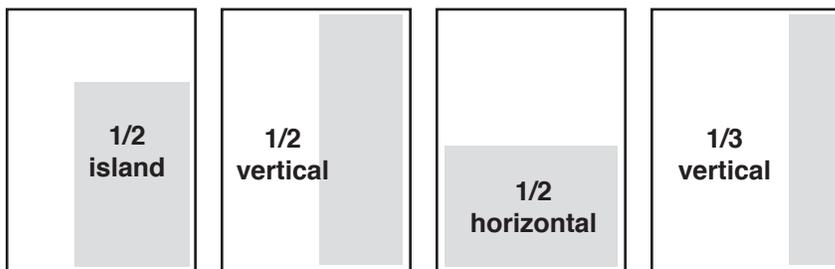
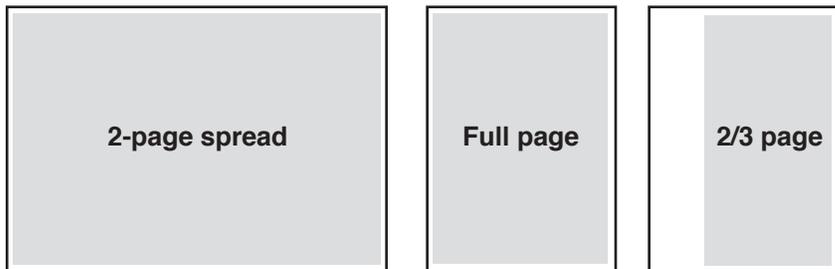
- ▶ Use only high-resolution TIFF or EPS images (300dpi)
- ▶ Crop images for use at 100% to avoid huge file sizes and masking problems
- ▶ Use only CMYK colors (convert PMS & RGB colors to CMYK)
- ▶ Do not use spot colors
- ▶ Supply 1/8" beyond trim for bleed images; keep all art within live area 1/4"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



NON-BLEED PRINT SPECIFICATIONS



Ad sizes:	Inches width x depth	Millimeters width x depth
2 page spread		
Non-bleed	15.25 x 10	388 x 254
Full page		
Non-bleed	7.375 x 10	188 x 254
2/3 page		
Non-bleed	4.5 x 10	114 x 254
1/2 page		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
Island - 2 columns	4.5 x 7.5	114 x 191
Vertical - 1/2 page	3.375 x 10	85 x 254
1/3 page		
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
1/4 page		
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
1/6 page		
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
1/8 page		
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

For BLEED advertising specifications and illustrations, please see next page.

SEND FILES VIA:

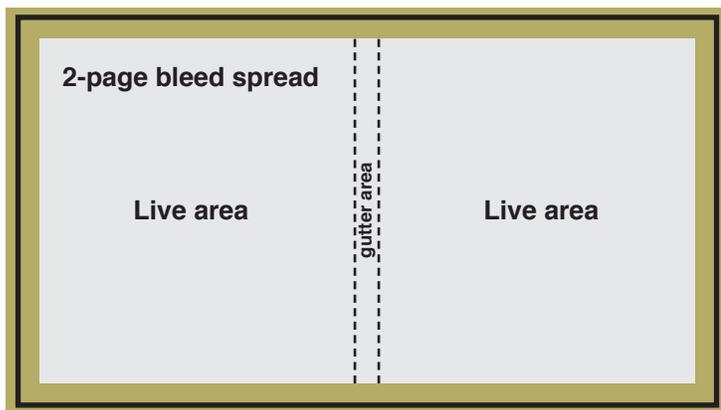
Mail color-critical proofs to:
 WATT Global Media
 Attn: Connie Miller
 303 North Main Street, Suite #500
 Rockford, Illinois 61101

Email (up to 8Mb) or send via cloud file-sharing service. If you do not have a file-sharing account, please email Connie Miller (address below) to obtain access to the WATT corporate DropBox account.

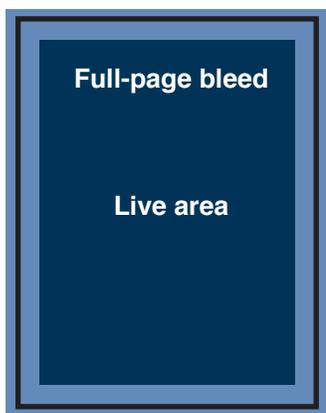
Email: cmiller@wattglobal.com



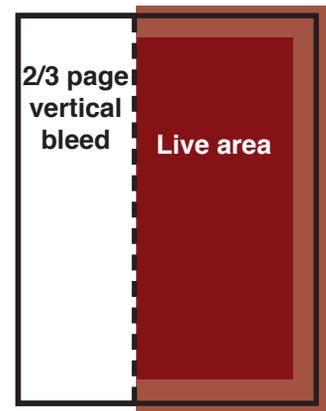
BLEED PRINT SPECIFICATIONS



- Bleed file size measures 16" x 10.75" (407mm x 274mm)
- Black rule represents the trim size - 15.75" x 10.5" (400mm x 267mm)
- All "live" matter must remain within the yellow area - 15.25" x 10" (388mm x 254mm) to avoid trimming errors.
- Avoid placing "live" matter within the half-inch (13mm) gutter area.



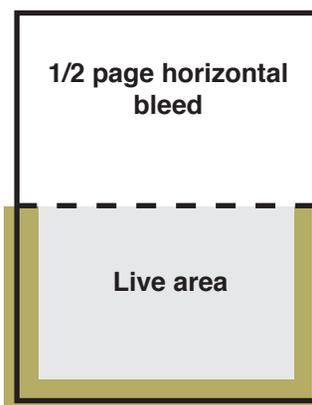
- Bleed file size measures 8.125" x 10.75" (207mm x 274mm)
- Ad will ultimately trim to 7.875" x 10.5" (200mm x 267mm)
- All "live" matter must remain within the dark blue area - 7.375" x 10" (188mm x 254mm) to avoid trimming errors.



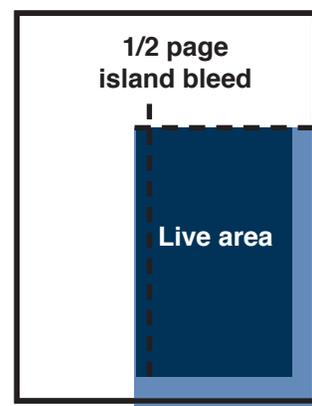
- Bleed file size measures 5" x 10.75" (127mm x 274mm)
- Ad will ultimately trim to 4.875" x 10.5" (124mm x 267mm)
- All "live" matter must remain within the dark red area - 4.625" x 10" (117mm x 254mm) to avoid trimming errors.

Ad sizes:	Inches	Millimeters
	width x depth	width x depth
2 page spread		
Bleed	16 x 10.75	407 x 274
Full page		
Bleed	8.125 x 10.75	207 x 274
2/3 page		
Bleed	5 x 10.75	127 x 274
1/2 page		
Bleed - Horizontal	8.125 x 5.25	207 x 133
Bleed - Island	5 x 8	127 x 203
Bleed - Vertical	3.875 x 10.75	98 x 274

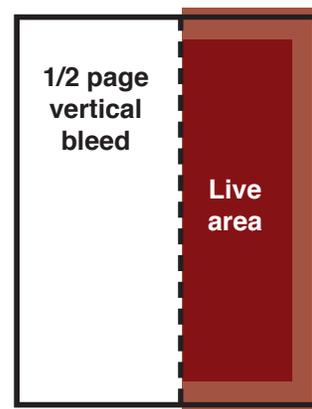
Bleed or Oversize: No extra charge for bleed. Bleed not acceptable on less than 1/2 page.



- Bleed file size measures 8.125" x 5.25" (207mm x 133mm)
- 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 4.875" (188mm x 124mm) to avoid trimming errors.



- Bleed file size measures 5" x 8" (127mm x 203mm)
- Ad will ultimately trim to 4.875" x 7.875" (124mm x 200mm)
- All "live" matter must remain within the dark blue area - 4.625" x 7.625" (118mm x 194mm) to avoid trimming errors.



- Bleed file size measures 3.875" x 10.75" (98mm x 274mm)
- 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 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)

WATT PIG e-News

THE MOST COMPREHENSIVE GLOBAL PIG INDUSTRY NEWS
DELIVERED TO YOUR INBOX EACH WEEK

- Respected industry information
- Breaking news
- Mobile-friendly format

An ideal resource for global nutritionists, breeders, processors and other professionals in the integrated pig industry.

Sign up today at:
www.WATTAgNet.com/NewsletterListing.aspx

SIGN UP TODAY

WATT GLOBAL MEDIA

live area where text, logos and images should be — 7.375" x 10" (188mm x 254mm)

DIGITAL WEBSITE, NEWSLETTER, AND EMAIL 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, .png, or .gif files only, no .swf or audio files permitted
- PLEASE NOTE: Tags cannot be used for Pop-Up or Slide-In ads**

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)

If you have any questions regarding website or electronic newsletter ad materials, please contact Connie Miller at cmiller@wattglobal.com.

NATIVE ADVERTISING CAMPAIGNS

You provide the following:

- › Web addresses (URL's) to existing articles on your website
- › Best practice: Submit 4-7 URL's (articles) for each month of the program
- › (1) Leaderboard banner ad: 728 x 90 (desktop view), 300 x 50 (mobile view) + link
- › (1) Medium Rectangle banner ad: 300 x 250 + link
- › **Banner ad file size must be less than 130K.**
- › Files must be: .jpg, .gif, or .png. Animation is allowed.

If you have any questions regarding native advertising campaigns, please email Jeff Miller at jmiller@wattglobal.com.

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 regarding custom email campaigns, please email Bill Spranger at bspranger@wattglobal.com.



DIGITAL MAGAZINE SPECIALTY AD SPECIFICATIONS

DIGITAL BLOW-INS

- › Digital blow-ins are 2-sided, and will require a PDF for each side. The submitted PDFs will flip back and forth (much like a printed page).
- › Specs for each of the 2 PDFs are 6" wide by 4.5" tall (152mm by 102mm). 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 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 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.





WATT Global Media

303 North Main Street, Suite 500
Rockford, Illinois 61101 USA

Tel: +1.815.966.5400

www.WATTGlobalMedia.com

Contact your sales professional:

www.WATTaGNet.com/help-and-information