



MEDIA KIT 2020

AGRIFOOD

Your marketing solutions planning guide



www.WATTGlobalMedia.com



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MEET THE CONTENT EXPERTS

Agrifood professionals from all corners of the globe trust WATT Global Media's industry insight, data and special reports from our respected and knowledgeable editorial team.

Our diverse audience consistently turns to WATT as a primary business resource for industry expertise they can't find anywhere else.

With a collective 118 years of editorial experience, our editorial team is best positioned to give your customers and prospects the information they need on the topics that are most important to their business.



Terrence O'Keefe
Content Director



Mark Clements
Editor, Poultry International



Jackie Roembke
Editor, Feed Strategy



Austin Alonzo
Editor, WATT PoultryUSA



Deven King
Managing Editor, Egg Industry



Benjamín Ruiz
Editor, Industria Avícola



Ioannis Mavromichalis
Nutrition Contributor



Roy Graber
Senior Reporter



Alexander Barajas Maldonado
Contributor, Industria Avícola

FIND UNIQUE VALUE WITH WATT AGRIFOOD BRANDS

Tap into the most extensive global audience and portfolio of marketing solutions in Animal Agrifood – far exceeding that of any other media company in the industry.

GLOBAL AUDIENCE

107,000 professionals worldwide

MULTI-CHANNEL CAPABILITIES

Reach an engaged target audience online, in print or in person

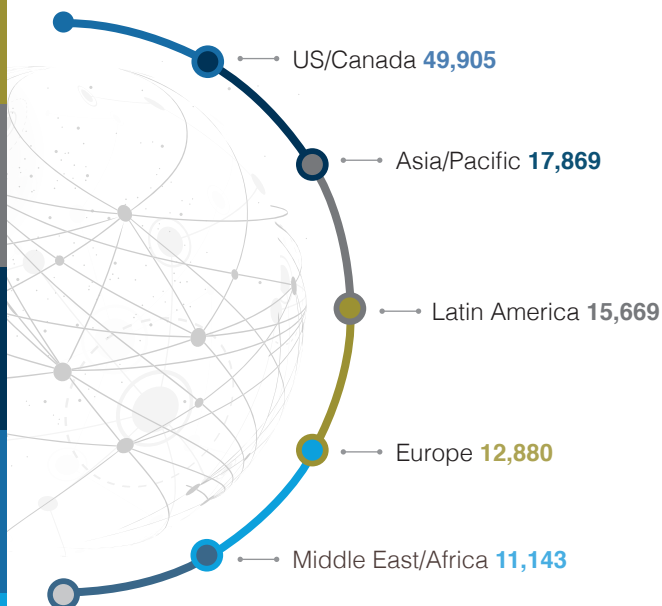
CONTENT & EXPERTISE

118 years of collective editorial experience

Agrifood is the agricultural production of food – covering the processes throughout the entire supply chain from production to processing, trading, distribution and consumption, as food travels from the field to the fork.

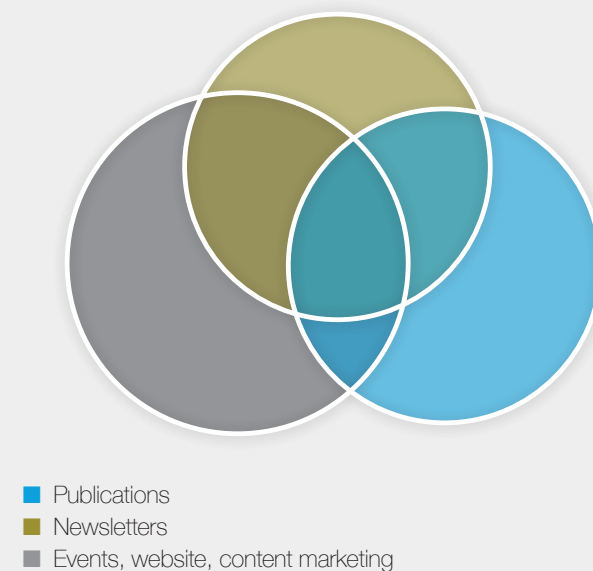
For specific audience information or breakdown by country, contact a sales professional for details:
www.WATTAgNet.com/help-and-information

Geographical Breakdown

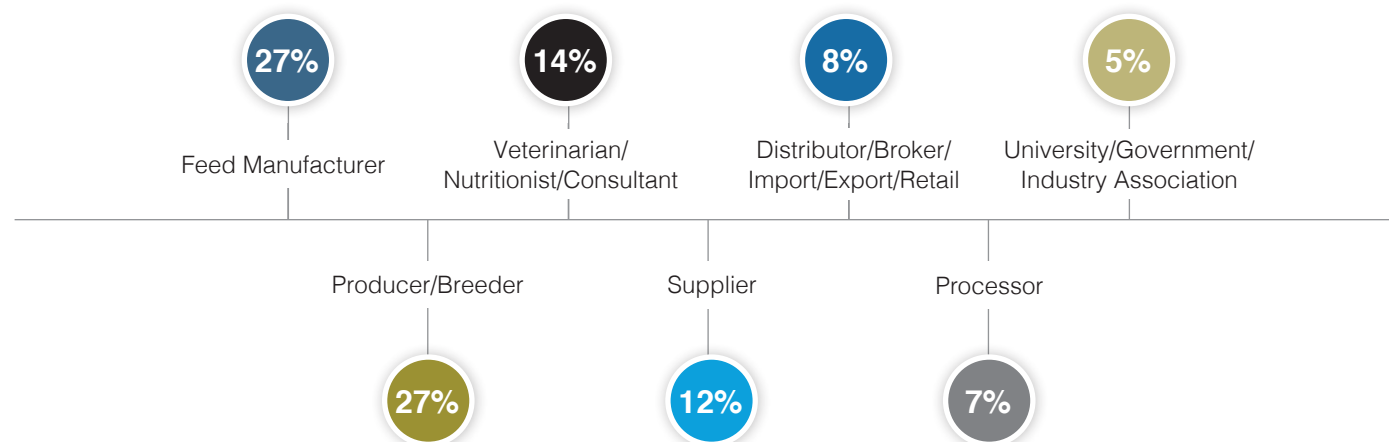


Agrifood Audience Engagement

TOTAL agrifood audience reach (unduplicated) **107,466**



Primary Business & Industry Profile



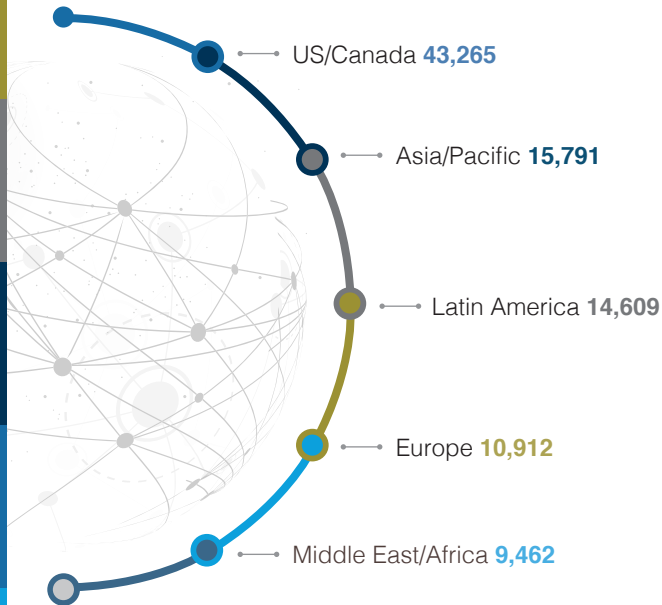
*Percentages based on consensus data

POULTRY MARKET

WATT Poultry brands provide you with access to 94,000 industry decision-makers, covering 88% of the world's leading poultry companies. Professionals trust and rely on WATT Global Media as the preeminent provider of poultry business information, research and market data.

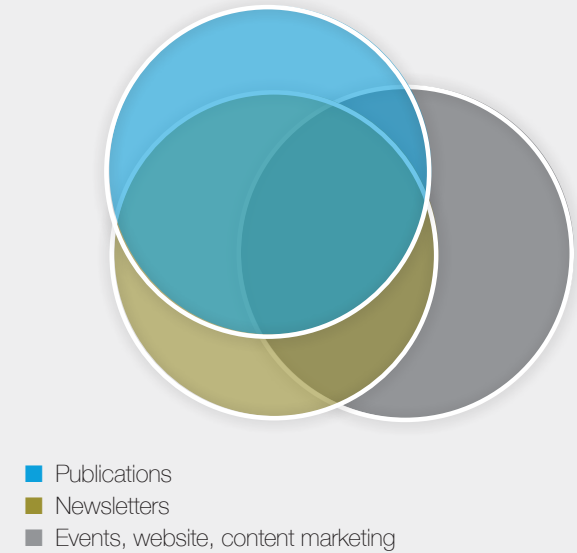
For specific audience information or breakdown by country, contact a sales professional for details: www.WATTAgNet.com/help-and-information

Geographical Breakdown

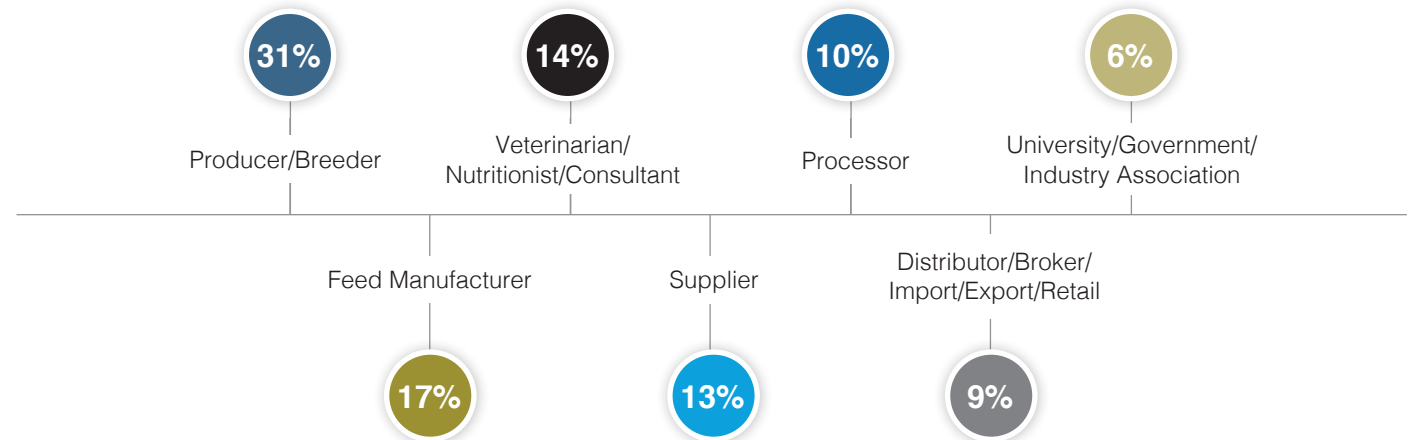


Agrifood Audience Engagement

TOTAL poultry industry audience reach (unduplicated) **94,039**



Primary Business & Industry Profile



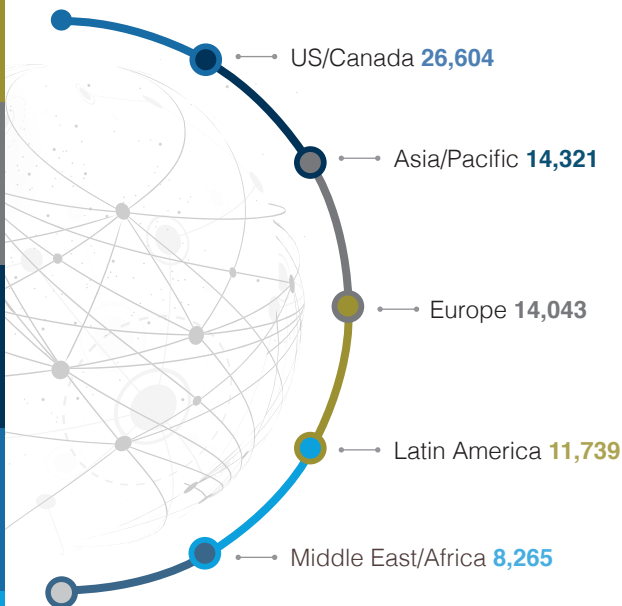
*Percentages based on consensus data

FEED MARKET

Reach 75,000 professionals representing 80% of the world's top feed companies across Dairy, Pig and Poultry species. WATT stands apart in its objective focus on the changing consumer demands affecting both the commercial and integrated feed industry – from feed-to-farm-to-consumer.

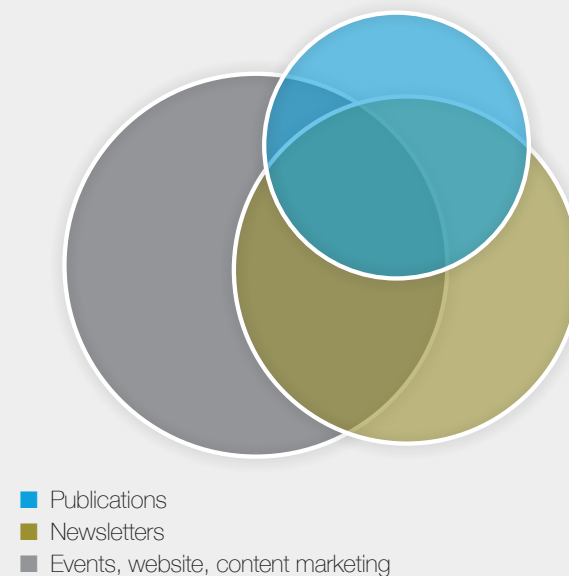
For specific audience information or breakdown by country, contact a sales professional for details: www.WATTAgNet.com/help-and-information

Geographical Breakdown

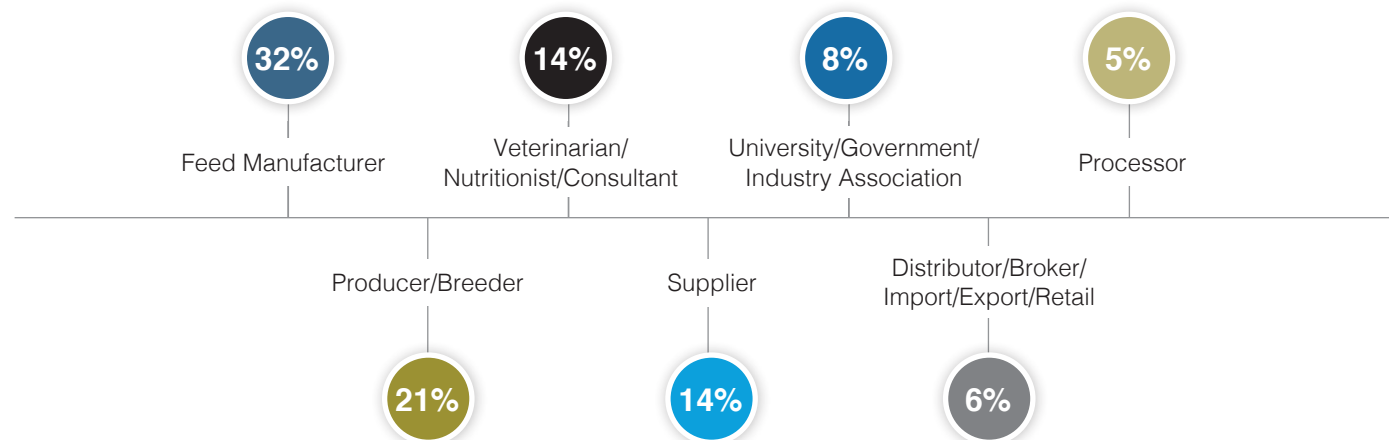


Agrifood Audience Engagement

TOTAL feed industry audience reach (unduplicated) **74,972**



Primary Business & Industry Profile



*Percentages based on consensus data

IDENTIFY YOUR OBJECTIVES

Your marketing and communication needs are unique and call for a customized approach to accomplish your goals. WATT Global Media's team of sales professionals, digital marketers, editors and event experts can help design a campaign that connects your program with the correct subset of our global audience that is interested in learning about the solutions and products your company offers.

What are your objectives?

- » **Branding** – Strengthen your company's image and define how your company and products are perceived by professionals in the Agrifood Industry.
- » **Traffic** – Push industry professionals to your website or other online offerings.
- » **Content** – Use strategic and creative content marketing services to target the right audience with the right message.
- » **Thought Leadership** – Reach our powerful audience with educational content and authenticate your company's position as a subject matter expert.
- » **Leads/Database Building** – Obtain targeted sales prospects by actively generating interest from decision-makers in the agrifood industry.
- » **Research** – Support decision making with research-based and actionable insights to guide your strategic marketing.

*See page 8 for detailed solutions

Your reach to the agrifood world



Let's talk about building your expertise in the agrifood market.
For more information, contact your Sales Manager.

What solutions lead to success in achieving your objectives?

SOLUTIONS	BRANDING	TRAFFIC	CONTENT	THOUGHT LEADERSHIP	LEADS	RESEARCH
PUBLICATIONS						
Magazines, including Top Companies & Buyer's Guide issues	✓					✓
WATT Executive Guide to World Poultry Trends	✓					
WATT IPPE Directory	✓					
Signet AdBrand™ Study	✓				✓	✓
Digital Edition Options	✓	✓				
Advertorials	✓		✓	✓		
DIGITAL						
Banner Advertising on WATTAgNet.com, FeedStrategy.com, IndustriaAvicola.com	✓	✓				
Online Directory Enhancements	✓	✓			✓	
Newsletters	✓	✓				
Webinars	✓			✓	✓	✓
White Papers	✓			✓	✓	
Audience Targeted Message	✓	✓				
Audience Extension	✓	✓				
Native Advertising	✓	✓		✓		
Content Marketing Services	✓		✓	✓	✓	✓
Rich Content Sponsorship	✓	✓	✓	✓		
Custom Research Programs						✓
EVENTS						
WATT Global Media's Agrifood Conferences & Exhibitions	✓		✓		✓	



WATT PoultryUSA is the business magazine for the U.S. and Canadian integrated poultry meat industry.

Reach poultry professionals who depend on unique expertise, industry-defining business information and exclusive top company data that shapes today's integrated poultry meat business in the U.S. and Canada.

www.wattpoultryusa-digital.com

Notable Subscribers

Senior Director of Live Operations –
Wayne Farms

Chief Operations Officer –
Peco Foods Inc.

Corporate Production Manager –
Sanderson Farms

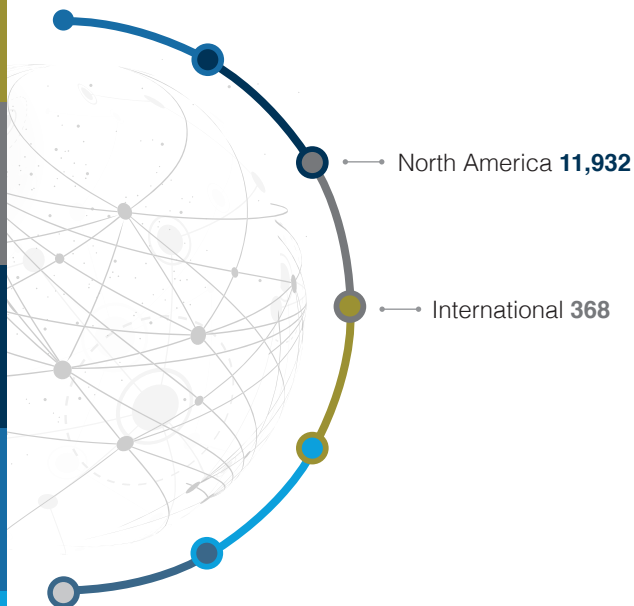
Grower –
Perdue Farms

R&D Director –
Pilgrim's Pride

Senior Nutritionist –
Tyson Foods Inc.

Geographical Breakdown

Total Subscribers 12,300



Job Function

Top Executives/Key Corporate Professionals **44%**

Grower/Owner **18%**

Marketing & Sales **11%**

Nutritionists, R&D, Veterinarians, Consultants **10%**

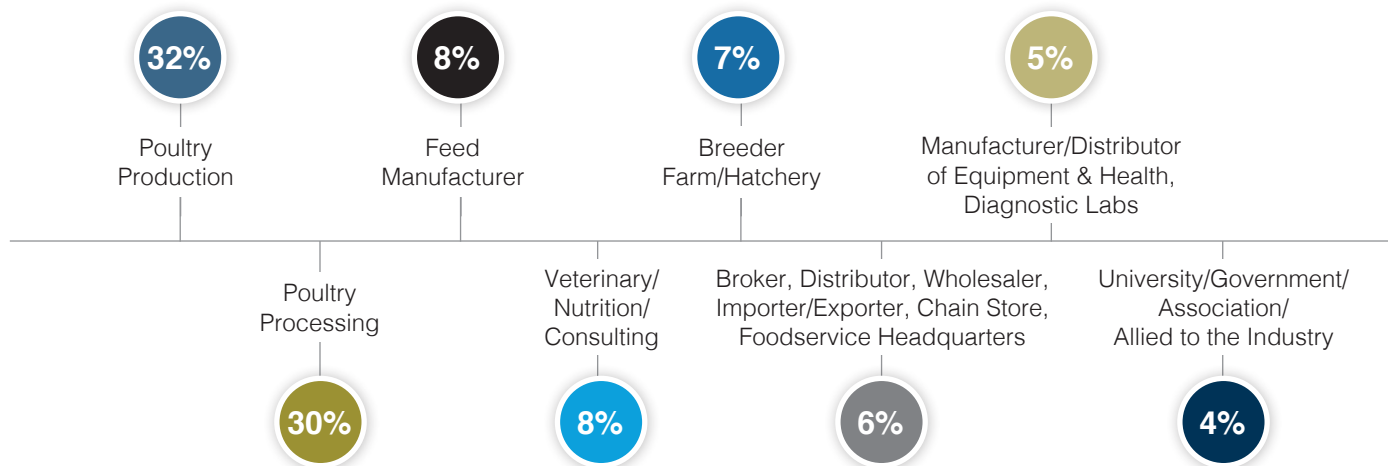
Food Safety, Quality Control, Technical Service, Other Personnel **5%**

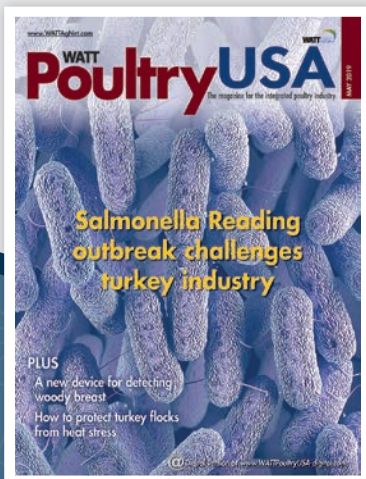
Live Production Management **5%**

Procurement **4%**

Processing Management **3%**

Primary Business





2020 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$8,740
2/3 Page	\$6,840
1/2 Page	\$5,400
1/3 Page	\$3,685
1/4 Page	\$3,215
1/6 Page	\$2,155
1/8 Page	\$1,625
2-Page Spread	\$13,090

Marketplace Ad

4/c per column inch\$330

WATT PoultryUSA Editorial Calendar 2020

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	Nutrition	IPPE 2020 Atlanta	Dec 6, 2019	Dec 11, 2019
FEBRUARY	Health & Marketing Midwest Poultry Show Preview	Midwest Poultry Show Annual Meat Conference	Jan 13, 2020	Jan 16, 2020
MARCH	Top Poultry Companies	Midwest Poultry Show Petfood Forum	Feb 7, 2020	Feb 12, 2020
APRIL	Hatching & Breeding	Signet AdBrand™ Study	Mar 10, 2020	Mar 13, 2020
MAY	Food Safety		Apr 10, 2020	Apr 15, 2020
JUNE	Poultry Marketing Chicken Marketing Summit Preview	Chicken Marketing Summit	May 8, 2020	May 11, 2020
JULY	Who's Who in the Egg and Poultry Industries in the US and Canada®	Directory listing/logo	Jun 8, 2020	Jun 12, 2020
AUGUST	Processing		Jul 10, 2020	Jul 15, 2020
SEPTEMBER	Animal Husbandry	Poultry Tech Summit Processing & USPOULTRY Live Production	Aug 10, 2020	Aug 13, 2020
OCTOBER	Poultry Marketing New Technologies	National Chicken Council Annual Conference	Sep 8, 2020	Sep 11, 2020
NOVEMBER	Bird Welfare		Oct 9, 2020	Oct 14, 2020
DECEMBER	Antibiotic-free Production IPPE 2021 Atlanta Preview	IPPE 2021 Atlanta	Nov 10, 2020	Nov 13, 2020

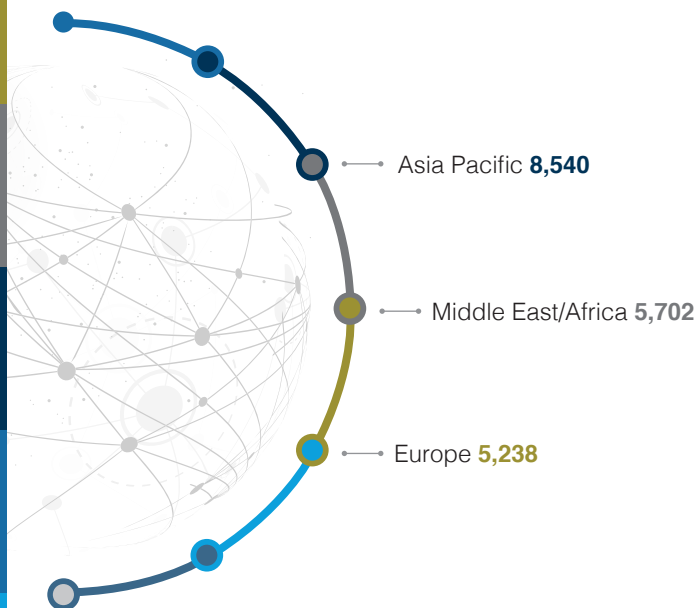
Poultry International is the global resource for the poultry meat and egg industries.

Influence a wide array of poultry meat and egg professionals in 140+ countries who seek out practical business applications, in-depth market information and top company data that helps shape the global industry.

www.poultryinternational-digital.com

Geographical Breakdown

Total Subscribers 19,480



Job Function

Top Executives/Key Corporate Professionals **25%**

Nutritionists, R&D, Veterinarians **21%**

Marketing & Sales **18%**

Grower/Owner **10%**

Live Production Management **9%**

Food Safety, Quality Control, Technical Service, Other Personnel **9%**

Processing Management **5%**

Procurement **3%**

Notable Subscribers

Broiler Production Specialist
San Miguel Foods Inc.

VP, Production
Al-Watania

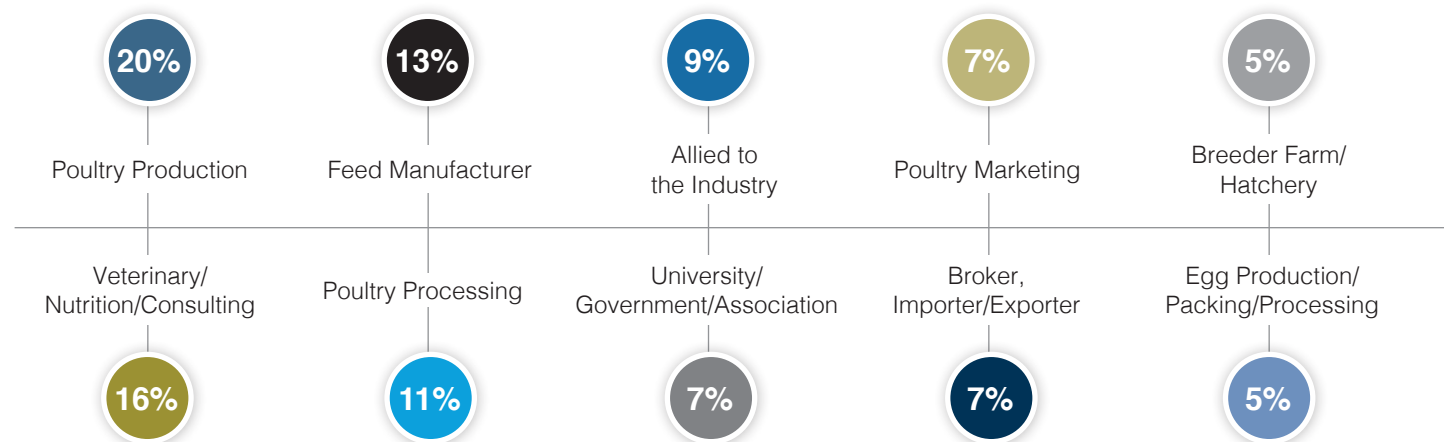
Manager, Purchasing
2 Sisters Food Group UK

Manager Global Poultry
De Heus Animal Nutrition

President
Charoen Pokphand Indonesia

Veterinarian
PHW Group

Primary Business





2020 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$10,330
2/3 Page	\$8,030
1/2 Page	\$7,000
1/3 Page	\$6,360
1/4 Page	\$4,325
1/6 Page	\$3,580
1/8 Page	\$1,900
2-Page Spread	\$15,450

Marketplace Ad

4/c per column inch\$330

Poultry International Editorial Calendar 2020

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	Nutrition	IPPE 2020 Atlanta	Dec 6, 2019	Dec 11, 2019
FEBRUARY	Flock Health Victam Asia Preview VIV MEA Preview	Victam Asia VIV MEA	Jan 8, 2020	Jan 13, 2020
MARCH	Broiler/Layer Management		Feb 3, 2020	Feb 5, 2020
APRIL	Eggs China Animal Husbandry Expo (CAHE) Preview	CAHE	Feb 28, 2020	Mar 4, 2020
MAY	Who's Who International in the Poultry Industry®	Directory listing/logo	Apr 3, 2020	Apr 8, 2020
JUNE	Nutrition & Feed Survey	International Poultry Forum China	May 4, 2020	May 7, 2020
JULY	Poultry Processing World Poultry Congress Preview	Signet AdBrand™ Study, World Poultry Congress	Jun 5, 2020	Jun 10, 2020
AUGUST	Nutrition International Exhibition for Animal Production (SPACE) Preview	SPACE	Jul 2, 2020	Jul 7, 2020
SEPTEMBER	Nutrition		Jul 31, 2020	Aug 5, 2020
OCTOBER	World's Top Poultry Companies EuroTier Preview	EuroTier	Sep 1, 2020	Sep 4, 2020
NOVEMBER	Flock Health	EuroTier	Sep 30, 2020	Oct 5, 2020
DECEMBER	Processing IPPE 2021 Atlanta Preview	IPPE 2021 Atlanta	Oct 30, 2020	Nov 4, 2020

Industria Avícola®

Industria Avícola is the premier Spanish language publication serving the entire Latin American poultry meat and egg industries.

Target influential professionals in Mexico, Central America, South America and the Caribbean who trust Industria Avícola's objective and focused content, exclusive top company data and coverage of ongoing developments in this dynamically changing region.

www.industriaavicola-digital.com

Notable Subscribers

Manager Production

Bachoco

Nutritionist

Pronaca

Operations Director

Pilgrim's Pride Mexico

QA/QC Manager

JBS

Production Manager

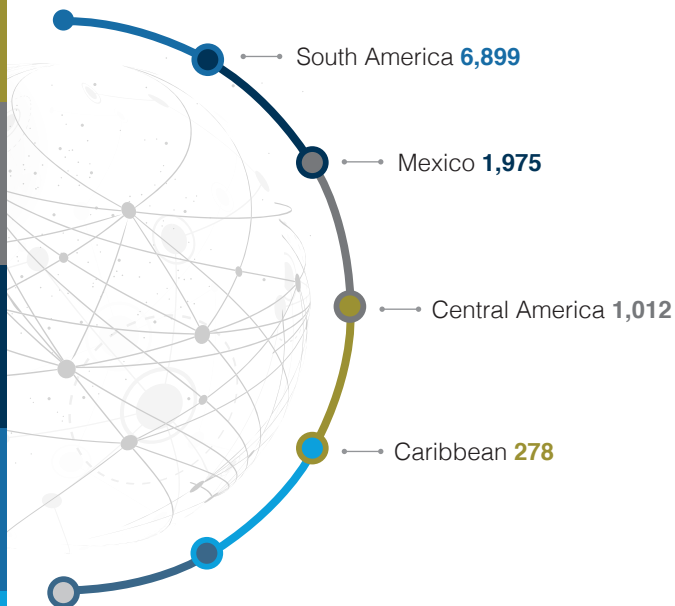
Avidesa

Veterinarian

BRF SA

Geographical Breakdown

Total Subscribers 10,164



Job Function

Top Executives/Key Corporate Professionals **26%**

Nutritionists, R&D, Veterinarians **23%**

Live Production Management **12%**

Grower/Owner **11%**

Technical Service, Consultants & Others Allied to the Industry **10%**

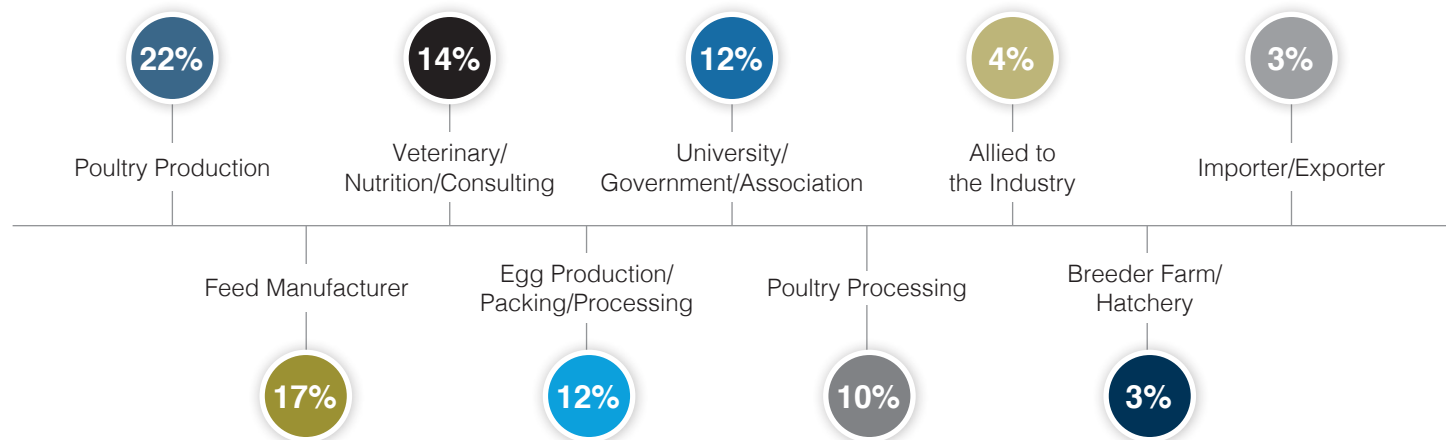
Marketing & Sales **9%**

Food Safety & Quality Assurance **4%**

Processing Management **3%**

Procurement **2%**

Primary Business





2020 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$8,550
2/3 Page	\$6,680
1/2 Page	\$5,800
1/3 Page	\$5,290
1/4 Page	\$2,980
1/6 Page	\$2,105
1/8 Page	\$1,570
2-Page Spread	\$12,810

Marketplace Ad

4/c per column inch\$330

Industria Avícola Editorial Calendar 2020

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	Broiler Nutrition	IPPE 2020 Atlanta, Latin American Poultry Summit	Dec 4, 2019	Dec 9, 2019
MARCH	Layer Nutrition		Feb 6, 2020	Feb 11, 2020
APRIL	Top Latin American Poultry Companies	II Congreso Nacional de Fabricantes de Alimentos Balanceados Para Animales	Mar 3, 2020	Mar 6, 2020
MAY	Nutrition & Feed Survey Broiler Production		Apr 7, 2020	Apr 10, 2020
JULY	Feeds		Jun 4, 2020	Jun 9, 2020
AUGUST	Guía Annual (Buyer's Guide)		Jul 7, 2020	Jul 10, 2020
SEPTEMBER	Processing		Aug 4, 2020	Aug 7, 2020
OCTOBER	Automation & Management Central American Poultry Congress El Salvador Preview	Central American Poultry Congress El Salvador	Sep 4, 2020	Sep 9, 2020
NOVEMBER	Egg Production, Turkey Production		Oct 2, 2020	Oct 7, 2020
DECEMBER	Food Safety IPPE 2021 Atlanta Preview Latin American Poultry Summit Preview	IPPE 2021 Atlanta	Nov 2, 2020	Nov 5, 2020



Egg Industry is the news source for the egg industry worldwide.

Reach layer industry professionals throughout North America and abroad who rely on timely coverage of regulatory affairs, information on practical business applications and exclusive top company production data.

www.eggindustry-digital.com

Notable Subscribers

Director of Production

Rose Acre Farms

VP of Business Operations

Sunrise Acres Inc.

Regional Quality Manager

Michael Foods Inc.

Poultry Nutritionist

Cal-Maine

Feed Mill Manager

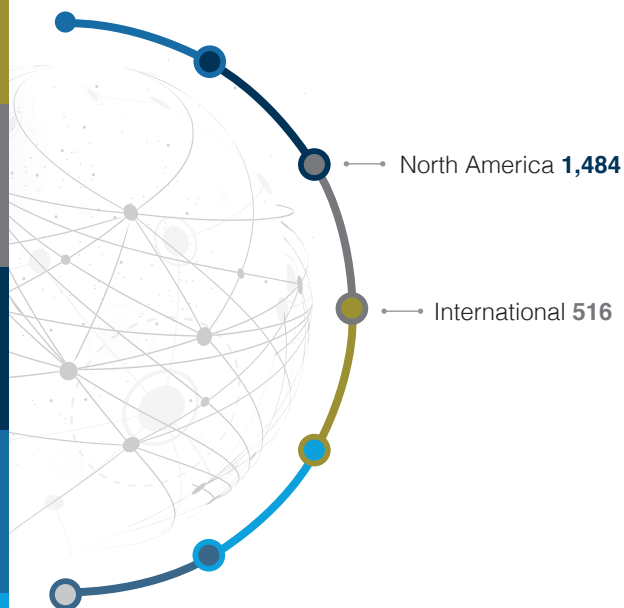
Hillandale Farms

Director of Quality Assurance

Eggland's Best Inc.

Geographical Breakdown

Total Subscribers **2,000**



Job Function

Farm Production **29%**

Top Executives/Key Corporate Professionals **25%**

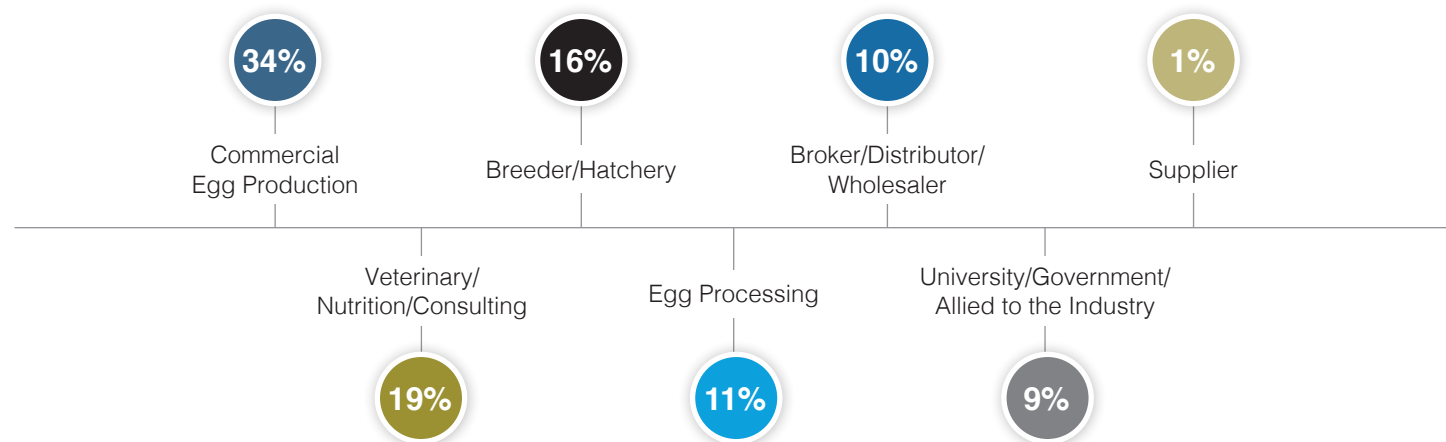
Nutritionists, R&D, Veterinarians **24%**

Marketing & Sales **12%**

Egg Production Management **9%**

Allied to the Industry **1%**

Primary Business





2020 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$4,230
1/2 Page	\$3,270
1/3 Page	\$2,450
1/4 Page	\$1,605
2-Page Spread	\$6,340

Marketplace Ad

4/c per column inch\$330

Egg Industry Editorial Calendar 2020

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	New Technology	IPPE 2020 Atlanta	Dec 18, 2019	Dec 23, 2019
FEBRUARY	Top Companies Midwest Poultry Show Preview	Midwest Poultry Show	Jan 21, 2020	Jan 24, 2020
MARCH	Cage-free Management		Feb 19, 2020	Feb 24, 2020
APRIL	Flock Health		Mar 20, 2020	Mar 25, 2020
MAY	Nutrition		Apr 21, 2020	Apr 24, 2020
JUNE	Cage-free Housing Systems		May 19, 2020	May 22, 2020
AUGUST	Ventilation		Jul 21, 2020	Jul 24, 2020
SEPTEMBER	Food Safety	Poultry Tech Summit	Aug 21, 2020	Aug 26, 2020
OCTOBER	Egg Marketing	EuroTier	Sep 18, 2020	Sep 23, 2020
DECEMBER	Economic Forecast IPPE 2021 Atlanta Preview	IPPE 2021 Atlanta	Nov 18, 2020	Nov 23, 2020



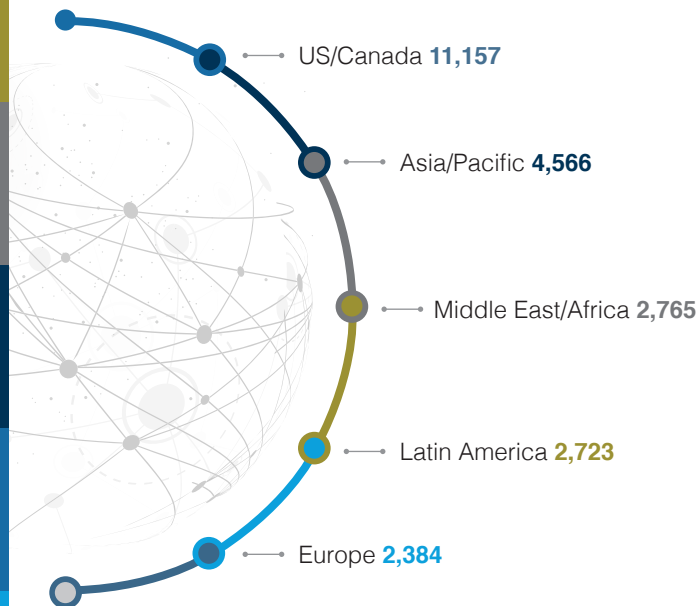
Feed Strategy is the animal feed processing industry's global resource for navigating today's consumer-driven protein production.

Feed Strategy explores global feed's impact on the food chain in a consumer-driven and fast growing world with exclusive data, expert insight and analysis for animal feed producers, nutritionists, veterinarians, mill management and allied professionals across the globe.

www.feedstrategy-digital.com

Geographical Breakdown

Total Subscribers **23,595**



Job Function

Nutritionists, Veterinarians, Quality Control **23%**

Top Executives/Key Corporate Professionals **21%**

Marketing & Sales **14%**

Trucking & Distribution, Others Allied to the Industry **11%**

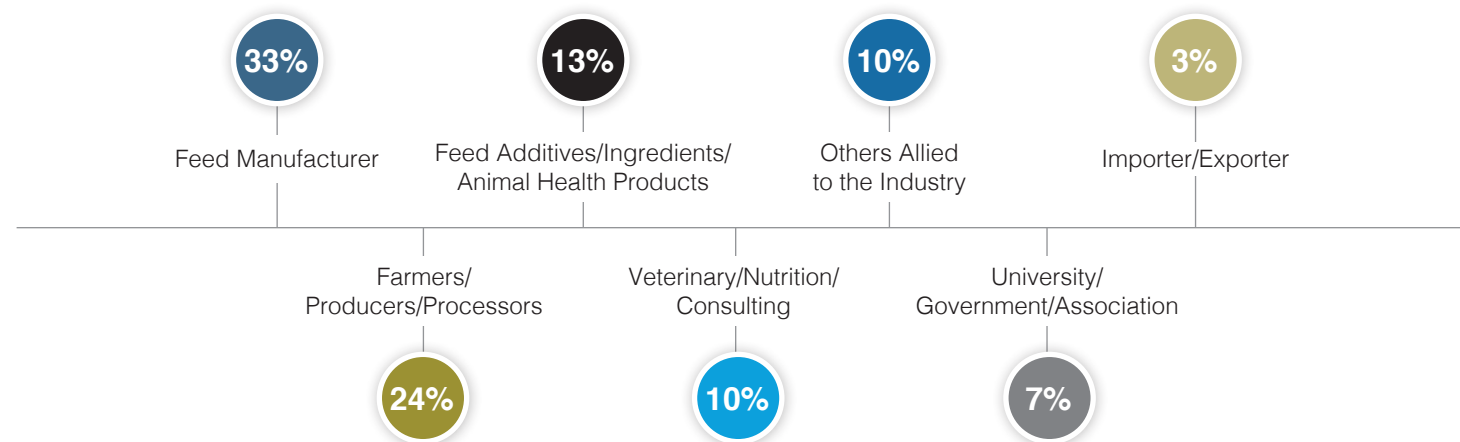
Farmers/Producers/Processors **10%**

Academic/Government/Consultants **8%**

Mill & Plant Operations **7%**

Ingredient Purchasing, Engineering, Maintenance & Plant Safety **6%**

Primary Business



Notable Subscribers

Chief Nutritionist
DLG Group

Senior VP
CP Group

Feed Mill Manager
Cargill

Swine Nutritionist
ForFarmers N.V.

Dairy Production Specialist
Land O'Lakes

Managing Director
Arab Company for Livestock Development (ACOLID)



2020 ADVERTISING RATES

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All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$9,650
2/3 Page	\$7,480
1/2 Page Island	\$6,500
1/2 Page	\$5,910
1/3 Page	\$4,020
1/4 Page	\$3,325
1/6 Page	\$2,380
1/8 Page	\$1,745
2-Page Spread	\$14,460

Marketplace Ad

4/c per column inch\$330

Feed Strategy Editorial Calendar 2020

	TOPICS	EQUIPMENT FOCUS	EVENT PREVIEW	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	Special Report: Poultry Outlook Transparency in Feed Production	Software		IPPE 2020 Atlanta Midwest Poultry Show	Dec 9, 2019	Dec 12, 2019
FEBRUARY	Alternative Proteins Feed Production Trends: Asia	Feed Equipment	VICTAM Asia Preview VIV MEA Preview	VICTAM Asia VIV MEA	Jan 15, 2020	Jan 20, 2020
MARCH	Special Report: Nutrition & Feed Survey Future of Feed	Environmental Equipment & Dust Collection		Signet AdBrands™ Study	Feb 18, 2020	Feb 21, 2020
APRIL	Antibiotic-free Production Feed Production Trends: Latin America	Extruders/ Expanders		Petfood Forum	Mar 13, 2020	Mar 18, 2020
MAY	Special Report: Swine Outlook Biosecurity & Feed Safety	Pelleting	World Pork Expo Preview	World Pork Expo	Apr 15, 2020	Apr 20, 2020
JUNE	Agrifood Technology Feed Production Trends: North America	Automation	World Poultry Congress Preview	World Poultry Congress	May 14, 2020	May 19, 2020
JULY	Specialty Feeds	Feed Equipment	International Exhibition for Animal Production (SPACE) Preview	SPACE	Jun 15, 2020	Jun 28, 2020
AUGUST	Annual Buyers Guide			Directory listing/logo	Jul 16, 2020	Jul 21, 2020
SEPTEMBER	Special Report: Top Feed Companies Animal Welfare Feed Production Trends: Europe	Feed Transportation	World Dairy Expo Preview		Aug 14, 2020	Aug 19, 2020
OCTOBER	Special Report: Dairy Outlook Sustainability	Energy-Efficient Manufacturing	EuroTier	EuroTier	Sep 11, 2020	Sep 16, 2020
NOVEMBER	Mycotoxins Feed Production Trends: Middle East/Africa	Grain Quality			Oct 14, 2020	Oct 19, 2020
DECEMBER	Regulations & Consumer Trends	Feed Equipment	IPPE 2021 Preview	IPPE 2021	Nov 16, 2020	Nov 18, 2020



POULTRY INTERNATIONAL CHINA

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

Target commercial poultry companies and other professionals in China who need the latest information on industry developments, trends, production, processing and marketing topics in this fast-growing market.

www.guojixumu.com/jiaqin/enindex.aspx

2020 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Display Ad 4-Color	1x
Full Page	\$4,570
1/2 Page	\$3,030
1/3 Page	\$2,225
1/4 Page	\$1,795
2-Page Spread	\$6,820

Poultry International China Editorial Calendar 2020

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JAN/FEB	White Feather Duck & Bacon Food Production & Consumption of Cage-free Eggs	IPPE 2020 Atlanta	Dec 20, 2019	Dec 27, 2019
MAR/APR	White Feather Duck & Bacon Food Production & Consumption of Cage-free Eggs	VICTAM Asia China Feed Expo	Feb 20, 2020	Feb 25, 2020
MAY/JUN	Yellow Feather Broiler Slaughtering Processing & Consumption Chinese White Feather Broiler Breeding	China Animal Husbandry Expo (CAHE)	Apr 20, 2020	Apr 23, 2020
JUL/AUG	Poultry Meat Food R&D & Enterprise Transformation Brand Egg Business Model & Consumption	International Poultry Forum China World Veterinary Poultry Association Congress	Jun 19, 2020	Jun 24, 2020
SEP/OCT	Poultry Farm Intelligent Technology R&D & Application Case Development of Poultry Digital Marketing in the Chinese Market	International Exhibition for Animal Production (SPACE) EuroTier China	Aug 20, 2020	Aug 25, 2020
NOV/DEC	Waterfowl Breeding Progress & Industrial Transformation & Upgrading Review & Prospect of 2020 International Poultry Industry	EuroTier Germany	Oct 20, 2020	Oct 23, 2020

2020 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Space Closing: October 15, 2020

Display Ad 4-Color	1x
Full Page	\$8,070
1/2 Page Horizontal	\$4,980
1/3 Page Horizontal	\$3,410
1/4 Page Horizontal	\$2,815
1/4 Page Vertical	\$2,815



2020 WATT EXECUTIVE GUIDE TO WORLD POULTRY TRENDS®

WATT Executive Guide to World Poultry Trends is the exclusive statistical reference for global poultry executives.

Position your brand in front of a global audience of more than 46,500 decision-makers in 203 countries who rely on this annual resource to guide them in forecasting, planning and budgeting for the upcoming year.

Released in November, WATT Poultry Trends is distributed digitally three additional times (December, February and June), and also has print bonus distribution at industry-appropriate meetings and global events in 2020 and 2021.

Advertisers placing a 1/2-page or larger advertisement receive all data in unlocked Excel spreadsheets, allowing for easy customization of the data for your presentations and business development needs.



2021 ADVERTISING RATES

Note: Contact one of our experienced sales professionals to design a customized program that includes discounts for multiple ad insertions or cover premium options to fit your goals and budget.

All rates are in gross U.S. dollars.

Space Closing: October 28, 2020

Display Ad 4-Color	1x
Full Page	\$8,880
2/3 Page	\$6,910
1/2 Page	\$5,450
1/3 Page	\$3,725
1/4 Page	\$3,080
1/6 Page	\$2,175
1/8 Page	\$1,635

* To be included in the WATT IPPE Directory, your company must have a booth assignment. Please contact Anne Sculthorpe at +1.678.514.1976 or email asculthorpe@ippexpo.org for booth information.



2021 WATT IPPE DIRECTORY

The WATT IPPE Directory is a comprehensive guide to 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 203 countries as they plan for and attend one of the world's largest and fastest-growing annual trade shows.

The WATT IPPE Directory is released digitally in November and again in January to 70,000 poultry, feed and meat professionals. Additionally, 10,000 printed copies are available at IPPE 2021 in Atlanta in January.

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





SIGNET ADBRAND™ 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.

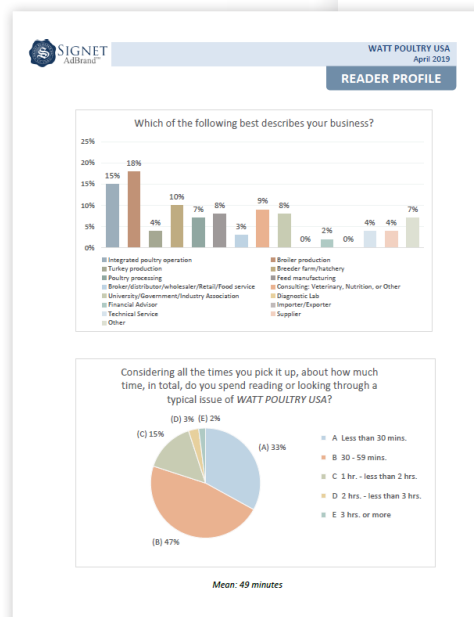
A Signet AdBrand™ Study is offered to marketers placing an advertisement of a specified size - or larger - at no additional cost (\$5,000 value).

Advertisers receive a full report of the study which includes:

- » Company awareness, purchase consideration and perception of brand attributes scores for each ad (including your competitors) in the issue
- » Analysis of 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

2020 Schedule

- » **Feed Strategy** – March issue (1/3 pg +)
- » **WATT PoultryUSA** – April issue (1/3 pg +)
- » **Poultry International** – July issue (1/3 pg +)



DIGITAL EDITION SPECIALTY ADS & ENHANCEMENTS

Digital editions provide the benefits of an interactive platform with all the familiarity of traditional print layouts.

Engage readers at a deeper level with specialty ads and interactive enhancements that extend beyond the limits of print while they consume your message on any digital device.

DIGITAL BLOW-IN AD

Much like a printed card insert, a digital blow-in ad grabs attention and provides a variety of options for placement (front cover or on top of inside pages).

The blow-in ad is a one-sided ad that is placed on top of the digital page and can be an animated or non-animated image.

SIZE

- » Image size: 5.5" width x 5" height (1651 pixels width x 1501 pixels height).
- » Supported image type: .jpg, .gif, animated .gif 150 to 300 dpi.
- » A URL should be provided if the blow-in ad is to be linked.

\$3,000 per issue

DIGITAL BELLY STRIP

A digital belly strip is the first thing subscribers see when they open a digital edition. Use a digital belly strip to direct readers to your relevant content inside the issue or to build general brand awareness.

A digital belly strip is a one-sided animated or non-animated ad that displays on top of the front cover of an issue.

SIZE

- » Image size: 7" width x 4" height (2101 pixels width x 1202 pixels height).
- » Supported image type: .jpg, .gif, animated .gif 150 to 300 dpi.
- » A URL should be provided if the blow-in ad is to be linked.

\$5,000 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.

A cover tip is two-sided and flips back and forth like the front and back of a printed page.

PDF SIZE (front and back should be provided)

- » Width: 7.625" (193mm)
- » Height: 10.25" (260mm)

\$5,000 per issue

DIGITAL ENHANCED DISPLAY AD

Complement your print magazine ad with an enhanced version designed specifically for digital magazine and mobile subscribers. A digital enhanced ad can include embedded video, registration or contest forms, audio files and more.

Digital enhanced ad design and form creation services are available. Additional fees apply.

SIZE

- » ¼-page or larger

Pricing: +30% to display ad rate, per issue

E-NEWSLETTERS

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

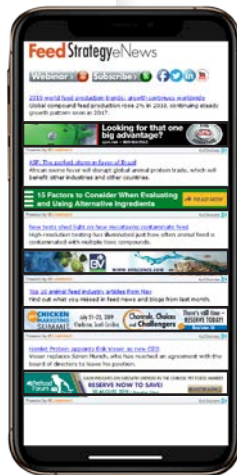
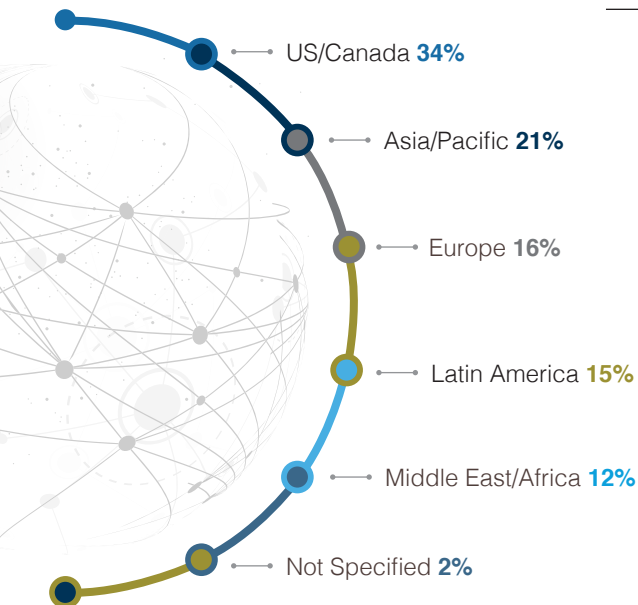
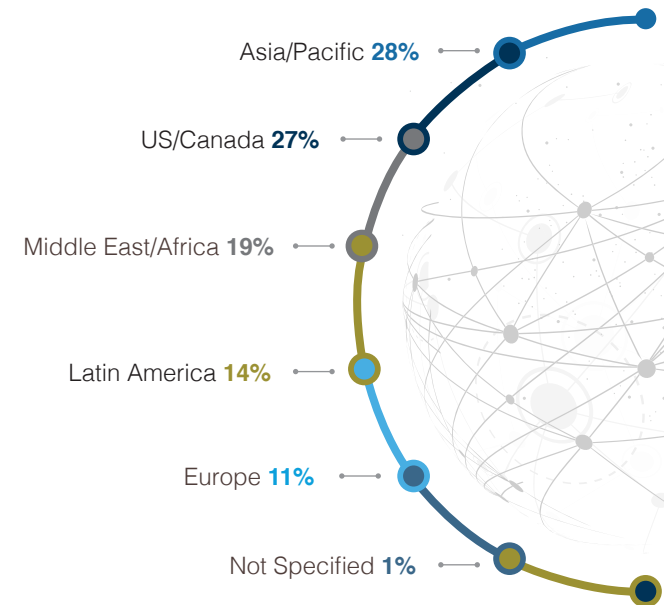
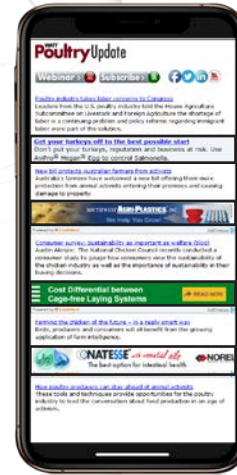
WATT POULTRY UPDATE

Total engaged subscribers: 35,500 (as of May 1, 2019)

Average open rate: 23% (January-May 2019)

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 between banner ad or text ad)
 >> \$995 per newsletter insertion



FEED STRATEGY ENEWS

Total engaged subscribers: 30,400 (as of May 2019)

Average open rate: 22% (January-May 2019)

Global e-newsletter sent daily Monday through Friday each week in a mobile-friendly headline format for feed professionals seeking a unique perspective on worldwide feed news and views.

6 TOTAL AD SPACES AVAILABLE (choose between banner ad or text ad)
 >> \$995 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.

E-NEWSLETTERS

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

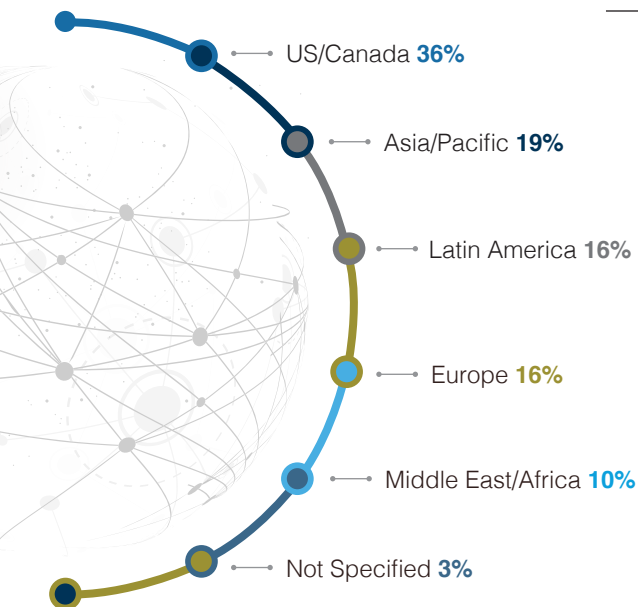
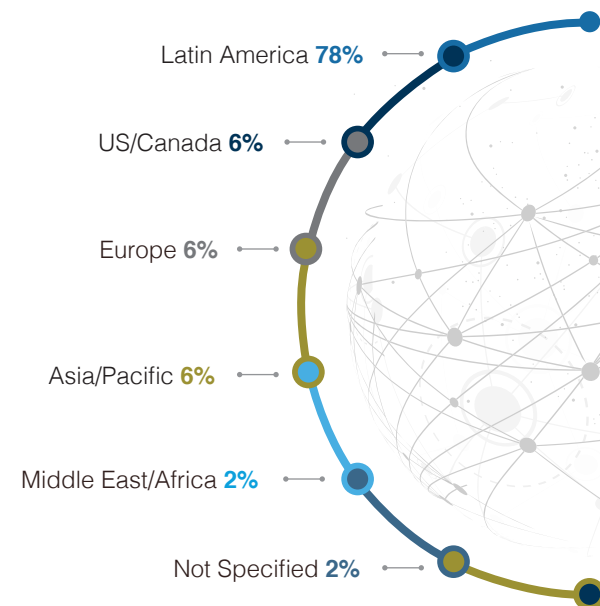
WATT BOLETÍN INDUSTRIA AVÍCOLA

Total engaged subscribers: 13,500 (as of May 2019)

Average open rate: 19% (January-May 2019)

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

6 TOTAL AD SPACES AVAILABLE (choose between banner ad or text ad)
 >> \$895 per newsletter insertion



WATTAGNET.COM TRENDING TOPICS

Total engaged subscribers: 24,000 (as of May 2019)

Average open rate: 24% (January-May 2019)

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 - no text ads)
 >> \$1,250 per 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.

E-NEWSLETTERS

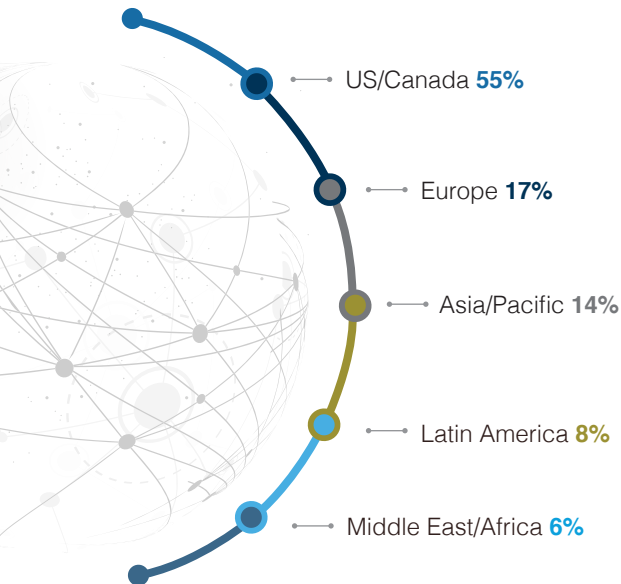
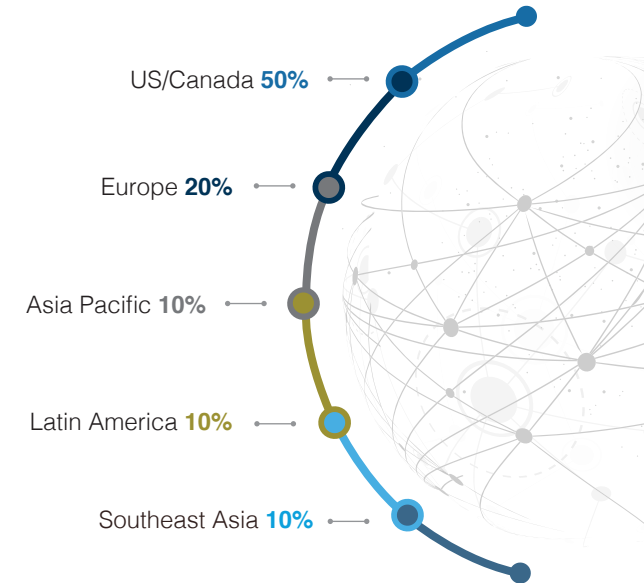
Influence global agrifood executives and professionals who rely on weekly and daily email newsletters to deliver current industry news in a mobile-friendly format.

NEW! AFRICAN SWINE FEVER UPDATE

Total engaged subscribers: 7,450 (as of August 2019)
Average open rate: 40% (May-August 2019)

Special edition weekly e-newsletter sent each Saturday in a mobile-friendly headline format featuring breaking news on the African swine fever outbreak predicted to have massive short- and long-term impacts on world animal protein markets – most intensely in the next three to five years. The ASF e-newsletter will continue until editors feel the ASF situation is no longer disrupting the global supply chain.

2 TOTAL BANNER ADS AVAILABLE (300 x 250)
» \$1,250 per newsletter insertion



NEW! POULTRY FUTURE

Total engaged subscribers: 9,000 (as of September 2019)

Global e-newsletter sent three times each week on Monday, Wednesday and Friday in a mobile-friendly headline format to explore the feasibility of new technologies through the lens of consumer trends. It provides an advanced look at how poultry will be raised, processed, marketed and distributed in the future supply chain.

High Impact, Sole Sponsorship, Native Advertising Opportunity

The “Message from Sponsor” is placed in-line with the editorial headlines in a native ad format, blending text and images. The expanded ad content block commands attention, with ample room for an in-newsletter message. Optionally, a call-to-action may click externally to the sponsor's website.

ONE AD SPACE AVAILABLE PER E-NEWSLETTER

» \$1,500 per 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.

E-NEWSLETTERS

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



TRADE SHOW SPECIAL EDITION NEWSLETTERS

2020 PRE-Show Weekly Newsletters:

IPPE and EuroTier

These special edition pre-show 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.

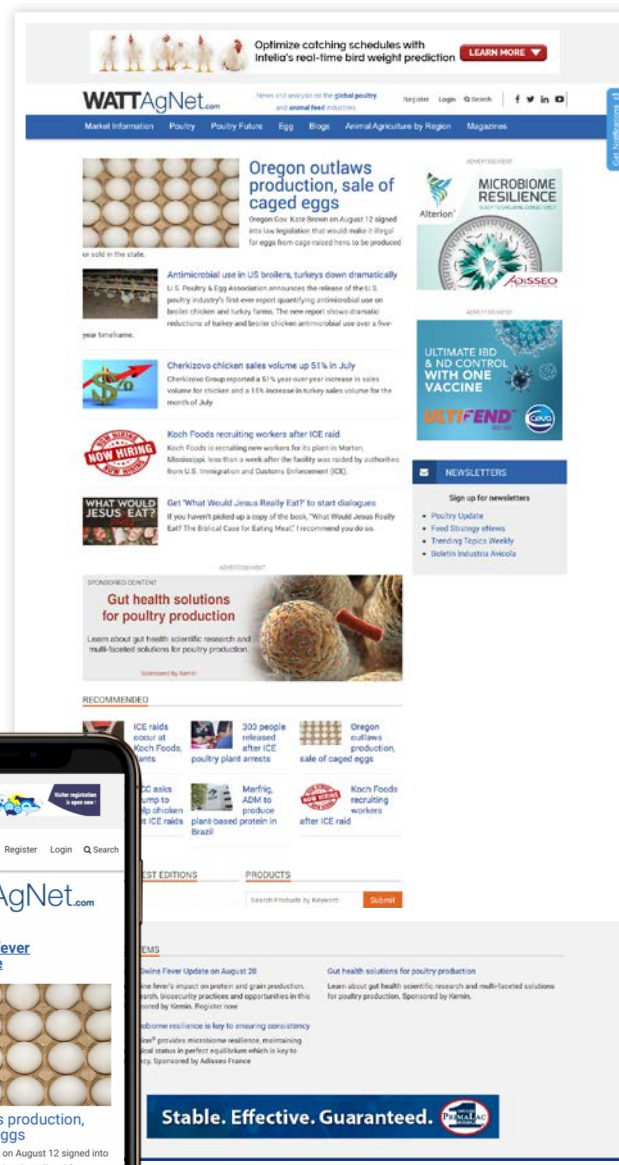
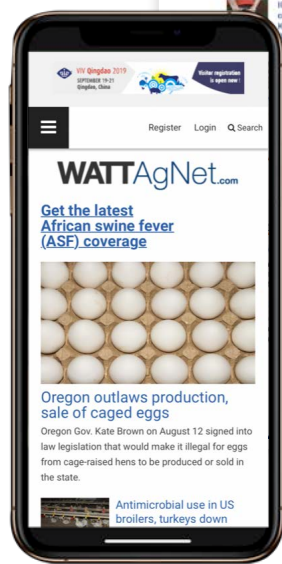
5 TOTAL SPONSORS PER WEEKLY ISSUE (logo, 60-word description, booth number & website)

» \$2,500 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.

WATTAGNET.COM

Reach a highly-engaged and growing online community working in the poultry and egg 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 169,000 unique visitors each month who come to our site for an unparalleled variety of business content including:

- » Breaking industry news
- » 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
- » Educational webinars and technical white papers
- » Supplier directories and searchable product databases

KEY WEBSITE STATISTICS

- » More than 307,000 page views per month
- » Average of 169,000 site visits per month
- » Average of 113,000 unique visitors per month
- » More than 44,000 registered site users

NEW! WATTAGNET.COM PREMIUM LEADERBOARD OPTIONS

Three new high impact premium upgrade options: Super Billboard, Super Billboard Video and Super Leaderboard Flipbook

WHY DO THEY WORK?

- » The larger format enables a more creative and memorable brand narrative and storytelling experience than a standard leaderboard ad.
- » The larger area allows multiple calls-to-action in the same creative, thereby increasing the potential click through rate to your website.

HOW DO THEY WORK?

- » All options are positioned above WATTAgNet.com navigation, sharing the same real estate as the standard leaderboard banner ad.
- » All options are “sticky” and adhere to the top of the browser window, which maximizes brand exposure.
- » The Super Billboard banners collapse as the user scrolls.
- » The Super Billboard Video unit plays upon user click and can be expanded to full screen.
- » The Super Leaderboard Flipbook displays an engaging flipbook experience upon user click.
- » All options are responsive and display appropriately for mobile, tablet and desktop viewing.

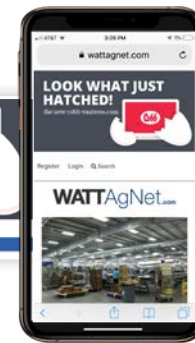
WHAT CREATIVE ASSETS DO I NEED TO SUPPLY?

- » Creation of the ad and hosting of the HTML5 file and/or advertiser provided video is included in the price.
- » Specifications of the materials needed to be provided to build the ad are located in the Ad Specifications section at the end of this media kit.

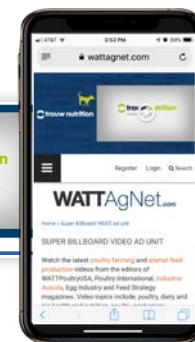
Contact your WATT Global Media sales professional for details on leaderboard options.

USE CASES

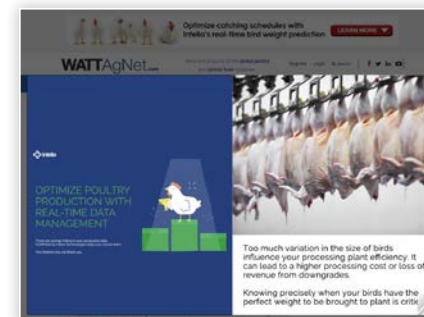
- » **Super Billboard** – High visibility canvas to make a major splash with a significant announcement or product launch.



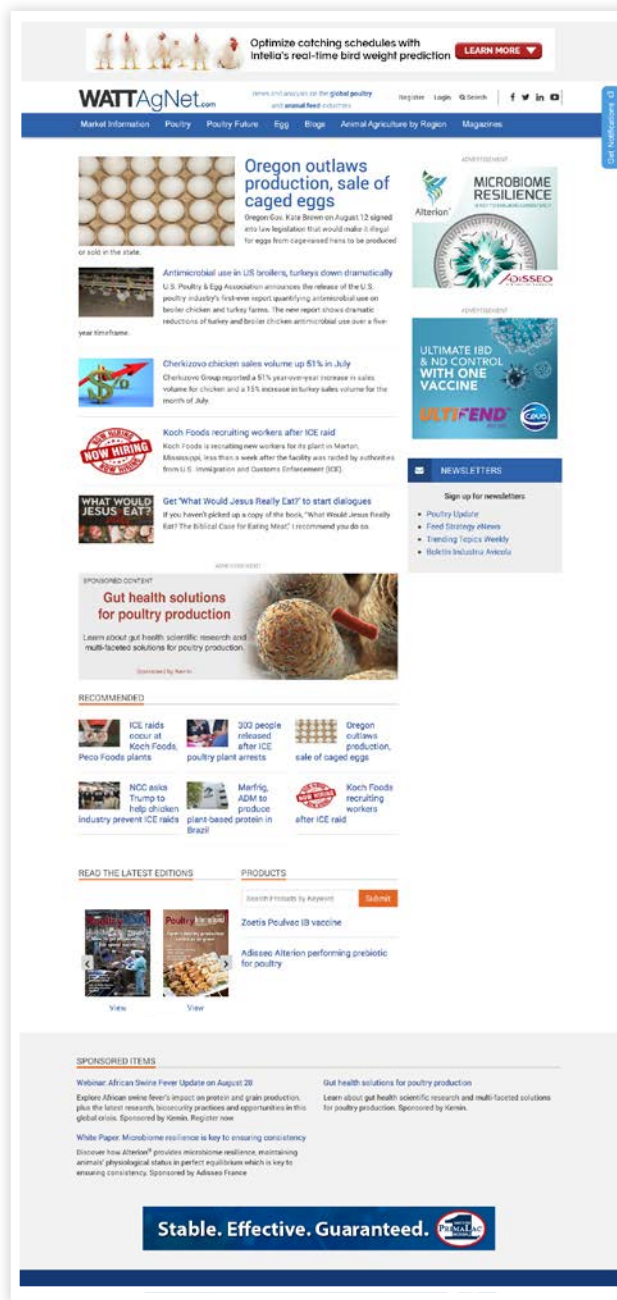
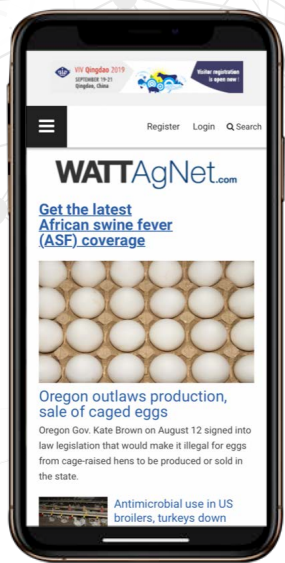
- » **Super Billboard Video** – Attention grabbing video streaming enables storytelling, thought leadership narratives or product education.



- » **Super Leaderboard Flipbook** – Allows a deep dive into a multi-page brand story, product use case or promotional catalog.



WATTAGNET.COM HOME PAGE PLUS ADVERTISING OPTIONS



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

POSITION	Cost Per Thousand Impressions (CPM)	Monthly Impressions*	Price Per Month
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$100	15,000	\$1,500
Super Billboard 2048 x 480 Responsive	\$200	15,000	\$3,000
Super Billboard Video 2048 x 480 Responsive	\$225	15,000	\$3,375
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	\$225	15,000	\$3,375
Medium Rectangle (2) 300 x 250	\$100	15,000	\$1,500
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$100	15,000	\$1,500

* WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2019-2020. 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.

See page 29 for details on the high visibility premium billboard options.

Production and Hosting of HTML5 creative and the Marketer provided video is included in the price.

WATTAGNET.COM CHANNEL ADVERTISING OPTIONS POULTRY MEAT

The screenshot displays the WATTAgNet.com homepage. At the top, there's a banner for 'Optimize catching schedules with Intel's real-time bird weight prediction'. Below the navigation bar, the main content area features several articles: 'Sunrise Farms avian flu case trial set for November 2020', 'Tyson Foods recalls Weaver brand chicken patties', 'Astral Foods CEO Schutte to take health-related leave', and 'Colorado lawmakers urged to avoid cage-free egg mandate'. There are also sections for 'RECOMMENDED' articles, 'READ THE LATEST EDITIONS', 'PRODUCTS', and 'SPONSORED ITEMS'.

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

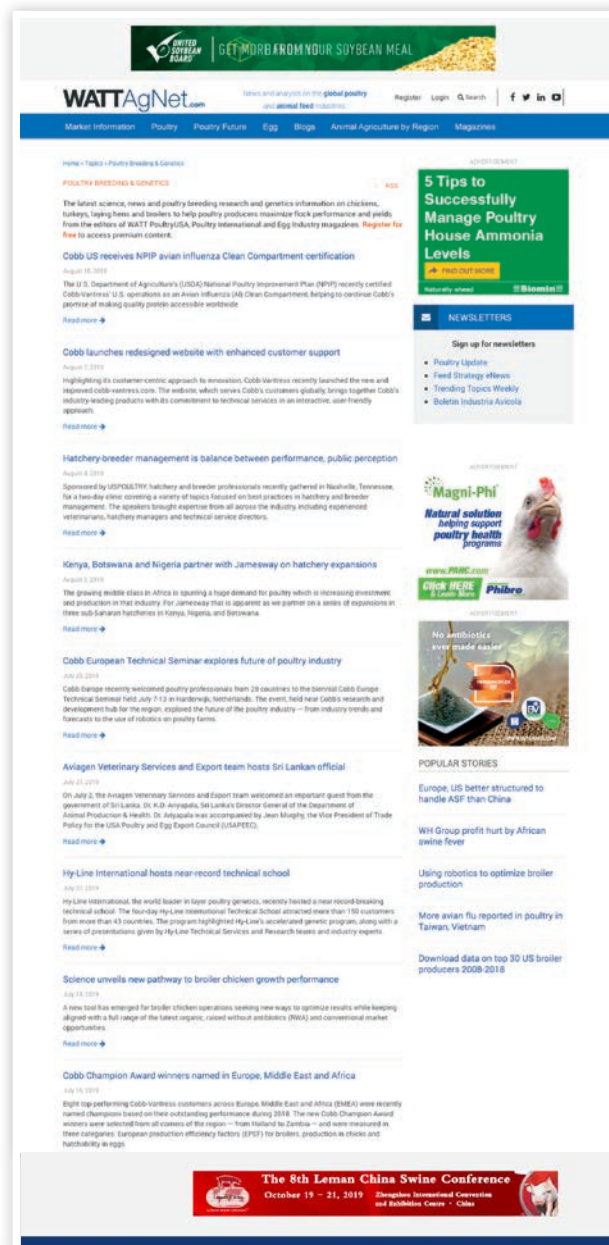
POSITION	Cost Per Thousand Impressions (CPM)	Monthly Impressions*	Price Per Month
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$100	20,000	\$2,000
Super Billboard 2048 x 480 Responsive	\$200	20,000	\$4,000
Super Billboard Video 2048 x 480 Responsive	\$225	20,000	\$4,500
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	\$225	20,000	\$4,500
Medium Rectangle (3) 300 x 250	\$100	20,000	\$2,000
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$100	20,000	\$2,000

* WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2019-2020. 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.

See page 29 for details on the high visibility premium billboard options.

Production and Hosting of HTML5 creative and the Marketer provided video is included in the price.

NEW! WATTAGNET.COM CHANNEL ADVERTISING OPTIONS POULTRY FUTURE



WATTAgNet.com offers the following internationally recognized IAB (Interactive Advertising Bureau) ad sizes on the Poultry Future channel pages:

POSITION	Price Per Month
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$1,000
Super Billboard 2048 x 480 Responsive	\$2,000
Super Billboard Video 2048 x 480 Responsive	\$2,500
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	\$2,500
Medium Rectangle (3) 300 x 250	\$1,000
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$1,000

See page 29 for details on the high visibility premium billboard options.

Production and Hosting of HTML5 creative and the Marketer provided video is included in the price.

NEW! WATTAGNET.COM CHANNEL ADVERTISING OPTIONS EGG

The screenshot displays the WATTAgNet.com website, an integrated solution provider for the poultry industry. The site features a navigation bar with links to Market Information, Poultry, Poultry Future, Egg, Broiler, Animal Agriculture by Region, and Magazines. The main content area is divided into two columns of news articles. The left column includes headlines such as 'Oregon outlaws production, sale of caged eggs', 'New Michael Foods egg plant expected to open in October', 'How to create an effective HACCP plan for shell egg plants', 'Ventilating the world's largest cage-free layer house', 'Employee ventilation training key to layer farm success', 'Japan's poultry production continues to grow', 'Italian consumers purchasing higher value eggs', 'Big data: connecting the chicken and the egg', 'Research shows practical method to reduce litter moisture', and 'Taiwan requiring health certificates for eggs, gelatins'. The right column features advertisements for 'Distributors/Dealers Wanted', 'Magni-Phi' (Natural solution helping support poultry health programs), 'PRECISE IMMUNIZATION FOR HEALTHIER POULTRY' (EMBRAX), and 'POPULAR STORIES' including 'ICE raids occur at Koch Foods, Peco Foods plants' and '303 people released after ICE poultry plant arrests'. A footer banner promotes 'The 8th Leman China Swine Conference'.

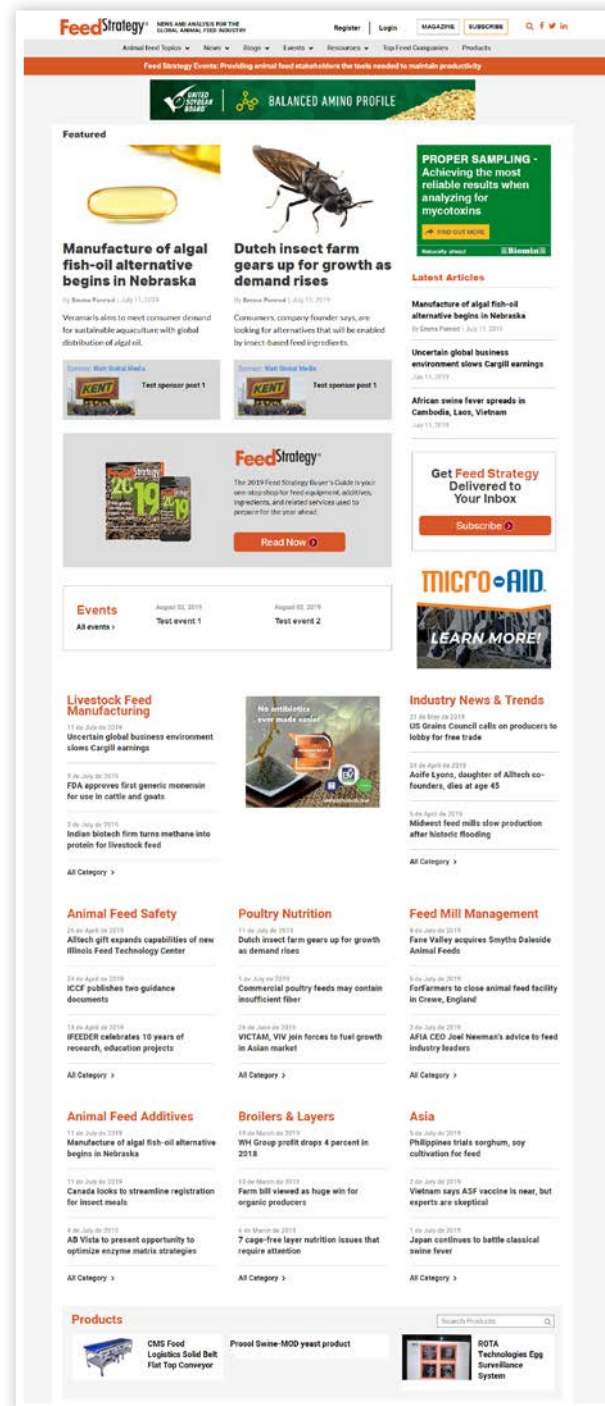
WATTAgNet.com offers the following internationally recognized IAB (Interactive Advertising Bureau) ad sizes on the Egg channel pages:

POSITION	Price Per Month
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$1,000
Super Billboard 2048 x 480 Responsive	\$2,000
Super Billboard Video 2048 x 480 Responsive	\$2,500
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	\$2,500
Medium Rectangle (3) 300 x 250	\$1,000
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$1,000

See page 29 for details on the high visibility premium billboard options.

Production and Hosting of HTML5 creative and the Marketer provided video is included in the price.

NEW! FEEDSTRATEGY.COM ADVERTISING OPTIONS



FeedStrategy.com is a new stand-alone website with content that meets the needs of animal feed professionals. It offers the following internationally recognized IAB (Interactive Advertising Bureau) ad sizes on the Animal Feed channel pages:

POSITION	Cost Per Thousand Impressions (CPM)	Monthly Impressions*	Price Per Month
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$100	20,000	\$2,000
Super Billboard 2048 x 480 Responsive	\$200	20,000	\$4,000
Super Billboard Video 2048 x 480 Responsive	\$225	20,000	\$4,500
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	\$225	20,000	\$4,500
Medium Rectangle (3) 300 x 250	\$100	20,000	\$2,000
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$100	20,000	\$2,000

* WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2019-2020. 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.

See page 29 for details on the high visibility premium billboard options.

Production and Hosting of HTML5 creative and the Marketer provided video is included in the price.

ONLINE DIRECTORY ENHANCEMENTS

The comprehensive Directory of Suppliers on WATTAgNet.com makes it quick and easy for prospective customers to find your business.

The online directory provides you with the option to purchase an enhanced listing with benefits such as premium placement, display of your company logo, and the ability to include images, video and files for download in your profile.

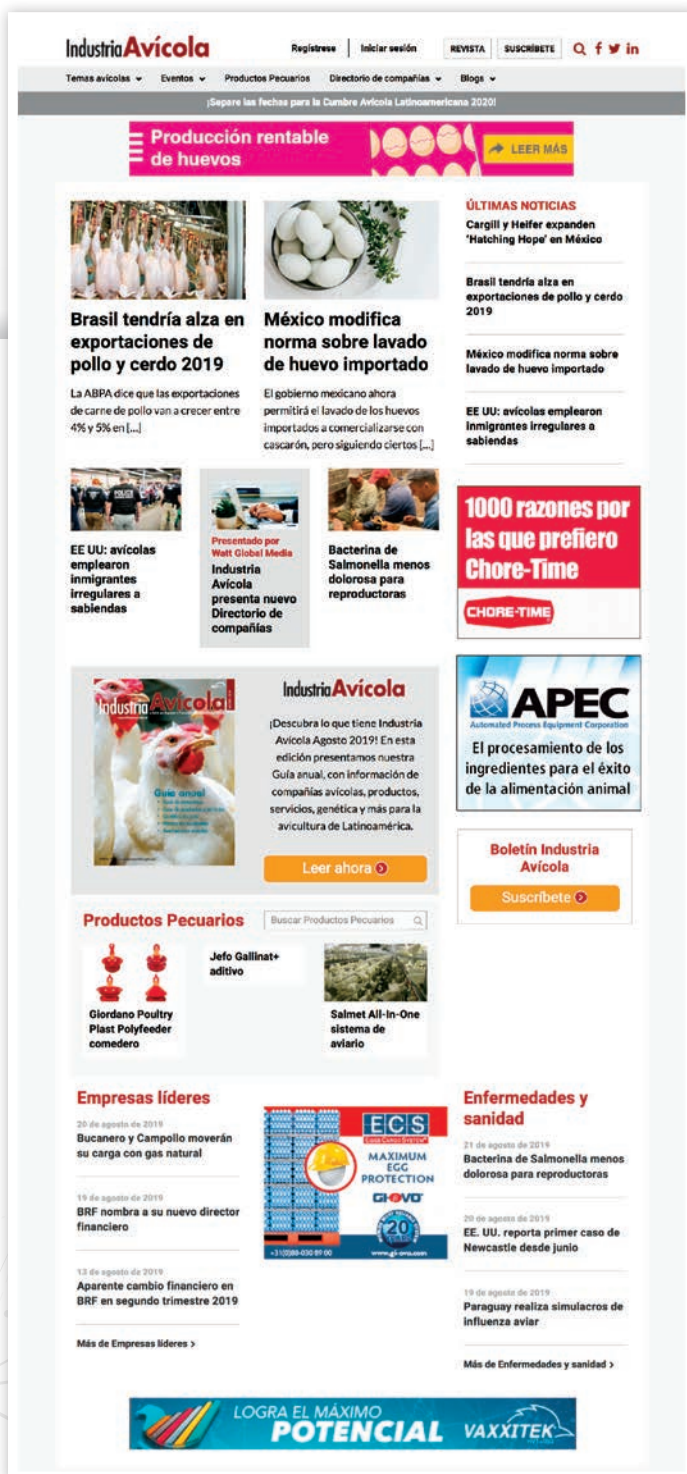
Plus, convenient self-serve functionality means you can make updates to your directory listing as often as you want, whenever you want.

Directory Listing Features and Options

- » Manage and upgrade your directory listing with easy-to-use self-service functionality (free)
- » Purchase a print-only (\$1,000) or online-only (\$1,500) enhanced directory listing
- » Purchase the print AND online enhanced listing option (\$2,500) for the best value and greatest exposure

Contact your WATT Global Media sales professional or visit www.wattagnet.com/directories/1114/tiers for more information.





IndustriaAvicola.net

Reach poultry meat, egg and feed professionals throughout Latin America as they visit the self-standing Spanish language website. The mobile-optimized design and continuous-scroll format allows site visitors to quickly and easily access the latest news and exclusive market data on any device.

On IndustriaAvicola.net, your message will be seen by an average of more than 21,000 unique visitors each month who come to our site for an unparalleled variety of Latin American-focused agrifood content including:

- » Breaking industry news
- » Exclusive, in-depth articles in Industria Avicola magazine
- » Information on the Latin American Poultry Summit, co-located with IPPE
- » Dedicated blogs featuring expert insight and commentary from editors and contributors
- » Detailed data on Latin American poultry market leaders
- » Home of the Salon de la Fama/Latin American Poultry Hall of Fame
- » Educational webinars and technical white papers

KEY WEBSITE STATISTICS

- » More than 43,000 page views per month
- » Average of 25,000 site visits per month
- » Average of 21,000 unique visitors per month

INDUSTRIA AVICOLA.NET ADVERTISING OPTIONS



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

POSITION	Cost Per Thousand Impressions (CPM)	Monthly Impressions*	Price Per Month
Top Leaderboard 728 x 90 300 x 50 (mobile)	\$100	20,000	\$2,000
Super Billboard 2048 x 480 Responsive	\$150	20,000	\$3,000
Super Billboard Video 2048 x 480 Responsive	\$175	20,000	\$3,500
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	\$175	20,000	\$3,500
Medium Rectangle (3) 300 x 250	\$100	20,000	\$2,000
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	\$100	20,000	\$2,000

* WATT Global Media has estimated the number of impressions (inventory) available in each channel for 2019-2020. 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.

See page 29 for details on the high visibility premium billboard options.

Production and Hosting of HTML5 creative and the Marketer provided video is included in the price.

WEBINARS

A webinar sponsorship positions your company as a subject matter expert and enables you to build a database of qualified sales leads. Deliver your brand's message to the targeted global audience you select from our advanced behavioral database.

Execution of your custom webinar program is streamlined and simple with the guidance of our experienced team. Our proven track record of producing quality webinars provides you with a strong, engaged audience for your event.

WEBINAR PROGRAM DETAILS

TECHNOLOGY	TRAINING	CONTENT	PROMOTION	RESEARCH	REPORTING
Industry-leading platform & dedicated webinar producer Online registration page	Orientation session for speakers to ensure a flawless presentation	Sponsor a WATT Global Media editorial webinar or work with our team to create your own custom presentation where you control topic, content and presenters	Fully integrated marketing campaign with custom design elements	Market research opportunities such as registration questions, in-webinar polling and post-webinar survey	Detailed post-webinar report Consultation to review report and program results

* Discounts are available for multiple webinar programs and print/online advertisers. Contact your WATT Global Media sales professional for details on a custom or editorial webinar and pricing information.

Materials needed by the 30th day before the project start date.

WATT GLOBAL MEDIA

Tips for modern hatchery management
June 25, 2019

Sponsored by **Boehringer Ingelheim**

Under New prevention strategies

WATT GLOBAL MEDIA

Upcoming Webinar

Tips for modern hatchery management

As a final reminder, this webinar is tomorrow, June 25, at 7:00 a.m. Central Time. Ensure you hear every minute of valuable insights on promoting uniform embryonic growth, controlling hatching duration and implementing successful hatchery systems. [Reserve your space](#) now for easy access to tomorrow's presentation.

Get it on demand:
If you can't participate on June 25, register to receive on-demand access. Then watch on your preferred device anywhere.

Pass this email along to your colleagues and invite them to attend. Click the envelope icon below to forward the message easily.

Tuesday, June 25, at:
7 a.m. CDT (Chicago)
1 p.m. BST (London)
8 p.m. CST (Beijing)

[Register now](#)

Sponsored by **Boehringer Ingelheim**

Stay Connected!
f t in y

WHAT YOU'LL LEARN:

- There may be two distinct explanations for the shorter incubation time of eggs from peak production flocks.
- Temperature distribution should be as narrow as possible to meet the requirement of individual egg and thus individual embryo in the incubator.
- Measuring the true incubation period from setting to hatching is important for optimized planning.
- New hatchery systems improve control in the hatchery by alerting the hatchery manager automatically to alarm events and provide predictive management tools for hatchery maintenance and the management of spares and stock.

Speakers:

Scott Martin
Hatchery Consultant

[Show broadcast time in your time zone.](#)

WHITE PAPERS

Present your company as an objective solutions provider and thought leader by providing technical information and research about pressing industry challenges. Repurpose your educational content into a unique industry white paper to attract new prospects and retain current customers.



BEST VALUE

(White Paper Package)
\$8,000 per month*

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

WHITE PAPER PROGRAM DETAILS \$5,000 per month*

TECHNOLOGY	CONTENT	PROMOTION	REPORTING
White Paper hosting on WATTAgNet.com	Repurpose existing content Writing, editing and creative services available	Sponsored link on website and in appropriate e-newsletters	Contact information of viewers provided monthly

* Additional costs may be incurred for writing, editing or creative services. Discounts are available for print and online advertisers. Materials needed by the 15th day before the project start date.

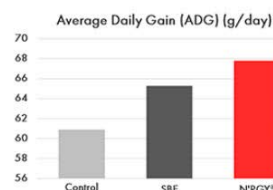
GUSTOR N'RGY®

Gustor N'RGY®, sodium butyrate protected with sodium salts of palm fatty acids distillates
Developed for a healthy and efficient animal production and effective all along the gastrointestinal tract



Effect on performance

Improves final body weight with better Feed Conversion Ratio (FCR) [\[...read more\]](#)



Improves intestinal health

Increases ileum villi length and mucosa thickness [\[...read more\]](#)

	Villus height [µm]	Crypt depth [µm]	Mucosa thickness [µm]
Control	487	183	870
Zn Bacitracin	464	164	827
Gustor N'RGY®	720	202	922
BZN + Gustor N'RGY®	589	219	809
SEM	57.1	18.9	60.4
P	0.0306	0.236	0.0182

A Step Ahead in Non-Medicated Growth Promoters

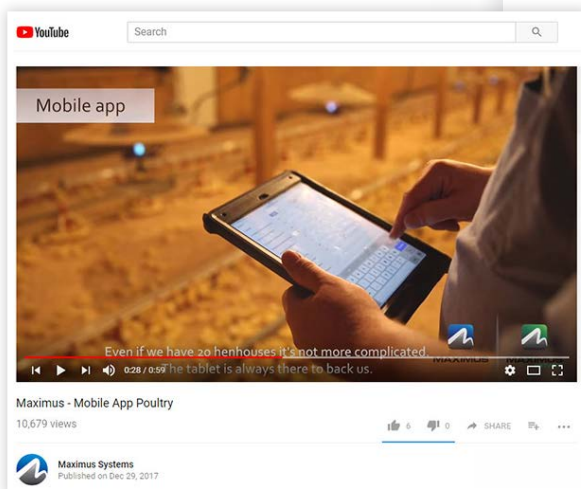
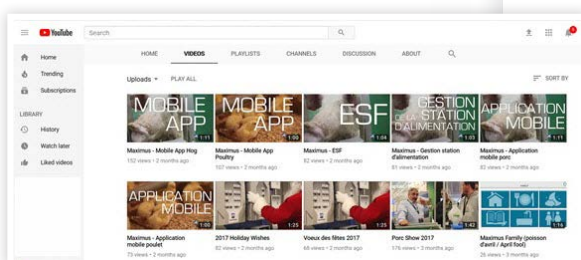
AUDIENCE TARGETED MESSAGE (EBLAST)

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

AUDIENCE TARGETED MESSAGE PROGRAM DETAILS \$5,000 per send*

SEGMENTATION	CONTENT	PRODUCTION	REPORTING
Select your ideal target audience from our advanced behavioral database	Provide marketing message Copywriting and design services available	Digital Production Team handles layout, testing and delivery in HTML and text formats	Report includes number of sends, open rate and click-thru rate Detailed analysis available upon request

* Additional costs may be incurred for writing, editing or creative services.
Discounts are available for multiple programs and print/online advertisers.
Materials needed by the 15th day before the project start date.



AUDIENCE EXTENSION PROGRAM - EXPANDED OFFERINGS

The WATT Global Media Audience Extension program has expanded to include even more options to connect your brand with qualified, engaged Poultry, Animal Feed, Dairy and Pig industry professionals on Facebook, LinkedIn, YouTube or websites in Google's Display Network.

Audience Extension easily and affordably provides tens or hundreds of thousands of brand impressions that result in substantial clicks and increased traffic to your website.

WHAT IS IT?

Audience Extension is an online marketing technique that enables advertisers to reach visitors who have visited WATTAgNet.com and have shown interest in a specific topic and/or fit a specific job function in a desired geographic location. Audience Extension connects your brand with our website visitors by showing relevant ads as they browse the internet, visit social media sites, use mobile apps or search on Google.

HOW IT WORKS

1. Initial analysis is conducted to determine which channel(s) will provide the best return on investment based on your objectives, timeline and budget.
2. A targeted set of buyers/specifiers/influencers is selected from the exclusive WATT Global Media audience database of more than 107,000 agrifood professionals.
3. Then, our team manages programming with your selected channel network(s) to ensure your ad or sponsored post is displayed only to your selected target group.
4. At the conclusion of your program, you'll receive an executive summary of easy-to-understand metrics for each channel including the number of clicks, impressions and views.

PRICING	Channels: Facebook, LinkedIn, YouTube, Google Display
\$5,500 net for 1 channel per program	
Contact your sales manager regarding discounts for purchase of multiple channels or additional campaigns	

* WATT Global Media has estimated the number of impressions that are served for our Audience Extension program. Monthly impressions served may vary.
Materials needed by the 15th day before the project start date.

NATIVE ADVERTISING

Leverage your company's investment by publishing your existing articles alongside WATTAgNet.com editorial content. The Native Advertising program includes two options – Topic Pages and Article Pages – to drive agrifood professionals to your website and position your brand as a thought leader.

WHAT IS IT?

Native Advertising is sponsored content consistent with a publisher's editorial standards and meeting the expectations of the audience. With Native Advertising, you repackage your existing content in a visually engaging manner to reach more engaged customers and prospects seeking business solutions.

WHAT IS THE DIFFERENCE BETWEEN THE TWO OPTIONS?

Here is how to determine the option right for you:

Native Article Topic Page	Native Article Page
Dedicated topic page driving traffic to 3 or 4 high-value articles on your site	Your single article lives on our site with your byline
Host all articles or supplement headlines with trusted WATT content you choose	Develop or repackage article into editorial style with an optional embedded YouTube video or SlideShare
Article headline and first few sentences labeled “sponsored content” with links to your full articles for great SEO	Author byline labeled as “brand insights from [your name]” with up to 4 keywords linked to your site for great SEO
Weekly updates with your new content or rotating popular articles	Doesn't change, but you can purchase additional articles

HOW IS NATIVE ADVERTISING PROMOTED?

Both options include extensive promotion on numerous media channels to drive audience and lead traffic to your site:

2 exclusive banner ad positions (leaderboard and medium rectangle) on dedicated page with no other ads appearing
Highly visible banner ad (developed by WATT experts) on Home and Channel pages of WATTAgNet.com
Sponsored links in appropriate WATT e-newsletters
Editorial promotions in an appropriate WATT e-newsletter one time per week, per month

Contact your WATT Global Media sales professional for complete program details and pricing information for both options. Materials needed by the 15th day before the project start date.

TOPIC PAGE



ARTICLE PAGE



CONTENT MARKETING SERVICES

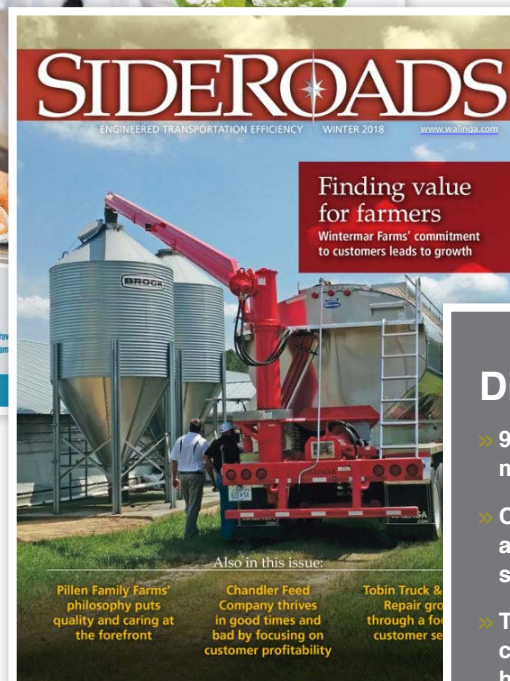
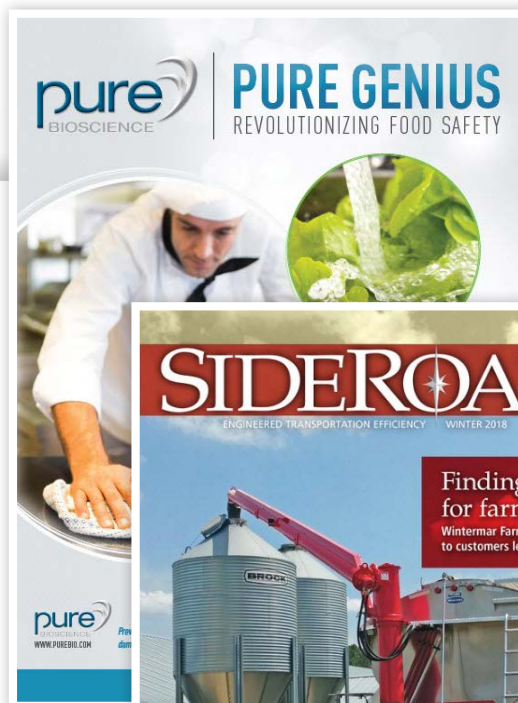
Content Marketing Services help you reach buyers with relevant and engaging stories completely customized to fit your unique needs. Our team is experienced in creating and distributing quality content. We can help plan and execute a strategy to educate, inspire and build customer loyalty. We work with you from concept to layout to final approval, ensuring you are completely satisfied with the result. Your company can save valuable time, resources and money.

Capabilities

- » Custom publications
- » White papers
- » Custom e-newsletters
- » Advertorials
- » Case studies
- » Custom webinars
- » Roundtable events
- » 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 customized content marketing program.

Materials needed by the 30th day before the project start date.



Did you know...

- » 93% of B2B organizations use content marketing
- » Only 39% of B2B organizations have a documented content marketing strategy
- » Top reasons for not developing a content marketing strategy include having a small team and lack of time
- » More than half (66%) of B2B organizations outsource at least one content marketing activity

Data sourced from *B2B Content Marketing 2019: Benchmarks, Budgets, and Trends — North America*, produced by Content Marketing Institute and MarketingProfs.

RICH CONTENT SPONSORSHIP



Rich Content Sponsorship boosts your brand visibility and reader engagement when your message is seen next to topically driven content on WATTAgNet.com. Connect your marketing message with key industry professionals who engage with this content throughout the website.

WHAT IS THE PROGRAM?

With a Rich Content Sponsorship, you sponsor content packages that align with your communication initiatives. We place your banner ads on article pages in the collection giving your brand 100% share of voice as readers browse educational content written by our editors.

With Rich Content Sponsorship you receive the following deliverables and promotion:

DELIVERABLES	PROMOTIONS
Sole sponsorship of every page in the online content package with premium ads on all article pages (728 x 90, 300 x 50 leaderboard, 300 x 250)	Content package labeled as "sponsored by" your brand
Executive summary on characteristics of known readers who viewed the content	Placement on WATTAgNet.com as editorial content
A format that stimulates readers to "turn pages" keeping them engaged with your brand and translating to higher than average ad exposure	Promotion in WATT newsletter text ads, website sponsored links and WATT Global Media social media

CONTENT PACKAGES AVAILABLE

- The latest on Biosecurity for poultry in the U.S.
- Decline of antibiotic use gives rise to novel feed ingredients
- WATT PoultryUSA's Top 10 U.S. Broiler Companies in 2019
- Feed Industry Examines African Swine Fever Connection, Risks

You also may suggest topics of your choice, and our sales managers will take them to editorial staff for consideration.

PRICING

Content packages cost \$6,500 per month. Participation requires 1-month commitment and can start on any day of the month. Discounts are available for 3-, 6- and 12-month programs, or in combination with integrated media and event buys.

Contact your WATT Global Media sales manager for complete program details. Materials needed by the 15th day before the project start date.

RESEARCH

Obtain professional opinions, data and valuable insights with customized research solutions. 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 awareness
- » Product concept testing
- » Brand building
- » Strategic planning

CASE STUDIES

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.

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: Insights from the respondents led the client to differentiate marketing messages and tactics to clear up misperceptions about their brand and confusion with competitors.

Qualitative Research

NEEDS: A supplier of feed mill information management solutions required 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.

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

CREATIVE SERVICES



Whether you need graphic design assistance with a simple one-time project or are seeking a long-term solution for all your marketing and design needs, we've got you covered.

We work with you and your team through the entire creative design process, from concept through layout to final approval. We are friendly, flexible and easy to reach, ensuring you have a pleasant collaborative experience and are completely satisfied with the final result.

Take advantage of comprehensive writing, editing, graphic design and production services for projects such as:

- » Print ads
- » Online banners
- » Custom publications and e-newsletters
- » White papers
- » Advertorials
- » Videos and blogs
- » Trade show booths
- » And more

WATT Global Media's Creative Services programs are custom designed to meet your objectives, timeline and budget. Contact your sales manager to schedule an appointment to discuss your needs and receive a proposal on how we can help.

SPONSORSHIP OPPORTUNITIES

Event sponsorship opportunities go beyond advertising and further enhance your company's brand. Be among the first to sign up for sponsorships to maximize your exposure across multiple opportunities before, during and after the event.

All event sponsorships are sold on a first-come, first-served basis. The earlier you become a sponsor, the more value your company will receive from being featured in event promotions.

Contact your WATT Global Media sales professional for options, pricing and details.



CHICKEN MARKETING SUMMIT

July 19-21, 2020

Omni Amelia Island Plantation
Amelia Island, Florida

Presented by WATT Global Media and the National Chicken Council, the Chicken Marketing Summit brings together a unique cross-section of poultry industry stakeholders to network, share, learn and dialogue together about opportunities and challenges for chicken being driven by fast-changing consumer trends.

This executive conference explores issues and trends in food marketing, consumer chicken consumption patterns and purchasing behavior. In addition to high value educational sessions, attendees also have networking opportunities during breaks, lunch and Q&A to foster interaction between speakers and poultry industry peers.

This is a must-attend conference for top decision-makers in the chicken supply chain in the U.S. and Latin America, and is geared toward the interests of Poultry Marketing and Sales Executives, Supermarket and Foodservice Buyers, Allied Industry Sales and Marketing Executives, Distributors and more.

For more information, visit www.chickenmarketingsummit.com

Top 5 reasons to be a part of the Chicken Marketing Summit:

1. Reach key poultry business leaders and influencers
2. Engage with the entire chicken supply chain
3. Build new relationships and share ideas with your poultry industry colleagues
4. Focus on how to connect with the dynamically changing consumer
5. Three days of exclusive networking and learning opportunities in Amelia Island, Florida

SPONSORSHIP OPPORTUNITIES

Event sponsorship opportunities go beyond advertising and further enhance your company's brand. Be among the first to sign up for sponsorships to maximize your exposure across multiple opportunities before, during and after the event.

All event sponsorships are sold on a first-come, first-served basis. The earlier you become a sponsor, the more value your company will receive from being featured in event promotions.

Contact your WATT Global Media sales professional for options, pricing and details.



POULTRY TECH SUMMIT

October 12-14, 2020

Georgia Tech Hotel & Conference Center
Atlanta, Georgia

Poultry Tech Summit focuses on transition of innovative technologies from researchers and entrepreneurs into commercial applications for the benefit of the poultry industry. This event is the only one of its kind being offered to connect researchers and entrepreneurs with poultry sector technology experts, financiers, bankers and venture capitalists looking for new projects to fund.

The content focus is solely on innovative technologies that are ready for future application in poultry live production, processing and supply chain. The conference brings together key researchers in university and USDA-ARS labs, start-up companies, venture capitalists and innovation leaders from integrators and commercial companies to learn, discuss and network on the very latest in new technology developments.

For more information, visit www.poultrytechsummit.com

Top 3 reasons to be a part of the Poultry Tech Summit:

1. Reach entrepreneurs, investors and innovators together at one time
2. Build new relationships and share ideas with poultry executives and those with industry interests
3. Gain insights into new technologies on the horizon creating change and greater efficiencies in poultry production



POULTRY TRENDS SEMINAR

March 2020

Co-located with VIV MEA
Abu Dhabi, United Arab Emirates

Poultry Trends annual magazine introduces Poultry Trends Seminars to share the latest market forecasts, so stakeholders can stay up to date on major aspects of the poultry and egg industries worldwide.

Each Poultry Trends Seminar covers production, consumption, trade and other matters crucial in the global poultry meat and egg markets. It is attended by producers and processors from throughout the world.

SPONSORSHIP OPPORTUNITIES

Event sponsorship opportunities go beyond advertising and further enhance your company's brand. Be among the first to sign up for sponsorships to maximize your exposure before, during and after the event.

All event sponsorships are sold on a first-come, first-served basis. The earlier you become a sponsor, the more value your company will receive from being featured in event promotions.

Contact your WATT Global Media sales professional for options, pricing and details.

SPONSORSHIP OPPORTUNITIES

Event sponsorship opportunities go beyond advertising and further enhance your company's brand. Be among the first to sign up for sponsorships to maximize your exposure across multiple opportunities before, during and after the event.

All event sponsorships are sold on a first-come, first-served basis. The earlier you become a sponsor, the more value your company will receive from being featured in event promotions.

Contact your WATT Global Media sales professional for options, pricing and details.



Maximize your exposure at 2020's top global feed events with conference series sponsorship

Evolving consumer preferences — and an increasing interest in the farm-to-fork origins of animal protein production — have trickled down to influence how animal feed is formulated and produced. In 2020, Feed Strategy magazine will hold its Feed Strategy Event series to assist in providing animal feed stakeholders the tools they need to maintain productivity and profitability in a changing production landscape. If your company is involved in supplying feed additives or ingredients to the poultry, swine and/or dairy sectors — or perhaps you're a feed equipment supplier emphasizing, for example, feed safety — consider sponsoring our educational programming.

Feed Strategy Conference

Co-located with IPPE 2020

January 2020 | Atlanta, GA, USA

- » This paid half-day conference will examine the role feed plays in building consumer confidence now and into the future. From traceability to successful antibiotic-free production, feed industry stakeholders will not want to miss this forum for knowledge exchange.

Co-located with VICTAM Asia 2020

March 2020 | Bangkok, Thailand

- » This half-day conference will address issues relevant to the SE Asian animal feed producer, stressing the animal feed safety issues critical to building the public's trust in the farm-to-feed-to-food supply chain. This year's event will focus on feed's role in preventing and combatting the spread of African swine fever (ASF).

Feed Strategy Seminar

Co-located with EuroTier 2020

November 2020 | Hanover, Germany

- » Three free, species-specific interactive seminars will focus on how current consumer trends and regulations have impacted European poultry, swine and dairy feed production. Each session, hosted in the respective hall, will offer insight into current feed additive best practices, technologies and innovations.

For more information, visit www.FeedStrategyEvents.com



LATIN AMERICAN POULTRY SUMMIT

January 27-28, 2020

Georgia World Congress Center, co-located with IPPE
Atlanta, GA, USA

The Latin American Poultry Summit focuses on leading technical topics covering live production and processing issues of greatest priority to Latin American poultry and egg producers and processors. This event builds upon and expands the “Poultry Seminar in Spanish” education program that has been conducted at the International Production & Processing Expo for several years. It is the largest of its kind, connecting industry leaders in the Latin American poultry industry with poultry researchers and experts in their fields.

The content focus will cover a variety of areas for broilers and layers. The summit will bring together key researchers from universities and leaders from genetic companies, suppliers, integrators and commercial companies to learn, discuss and network.

SPONSORSHIP OPPORTUNITIES

The decision to partner with the Latin American Poultry Summit as a sponsor is easy. Sponsorships promote sales as well as attract new prospects before, during and after the event. Choose a sponsorship that will showcase your company and draw traffic to your booth!

The Latin American Poultry Summit sponsorship opportunities are on a first-come, first-served basis. Your company may choose one or a combination of sponsorships to build the most effective traffic-building program for your organization possible.

*All sponsors must be contracted IPPE exhibitors.

Contact your WATT Global Media sales professional for options, pricing and details.



INTERNATIONAL POULTRY FORUM CHINA

July 2020

Location to Be Announced

International Poultry Forum China is a unique two-day educational and networking event that brings together professionals from China's leading broiler producers, the China Broiler Alliance and the industry's poultry supply chain.

Industry leaders from around the world share their expertise on specific themes currently affecting the Chinese poultry market, and attendees are able to network with top executives from China's leading broiler producers.

SPONSORSHIP OPPORTUNITIES

Event sponsorship opportunities go beyond advertising and further enhance your company's brand. Be among the first to sign up for sponsorships to maximize your exposure across multiple opportunities before, during and after the event.

All event sponsorships are sold on a first-come, first-served basis. The earlier you become a sponsor, the more value your company will receive from being featured in event promotions.

Contact your WATT Global Media sales professional for options, pricing and details.

PRINT ADVERTISEMENT SPECIFICATIONS

Please provide ad materials in one of the following formats:

➤ **Acrobat: .pdf** (PDF/x-1a is the required format for all submissions.)

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.

Please send your proof to:

LSC Communications
Attn: Kyle Bryant
3401 Heartland Drive
Liberty, MO 64068

Please note the name of the publication and month on the proof.
Ex: January 2019 WATT PoultryUSA.

Digital material submissions and inquires:

- Please direct all inquiries regarding digital product materials to **ads@wattglobal.com**.
- Please send all materials (including URL information) to **ads@wattglobal.com**.

Files must be PDFs created using PDF/x-1a settings.



CREATING PDFS: PREFERRED FORMAT

PDFs can usually be made either by distilling an EPS exported from programs such as 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 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 Quality from the default settings drop-down menu.
5. Click OK to print to PDF.

CLASSIFIED ADVERTISEMENT SPECIFICATIONS

The width for all classified advertising is 3 inches (76.2mm) and the depth is sold in half-inch (12.7mm) increments. The minimum size for a classified ad is 3 inches wide by 1 inch tall (76.2mm x 25.4mm). The maximum depth for a classified ad is 6 inches (152.4mm).

Material Submission:

All classified ads materials (or ad creation requests) should be submitted through your individual sales representative.

LOGO SPECIFICATIONS

All logos must be submitted as a 300 dpi CMYK file. Below is the list of acceptable file formats in descending order of preference:

1. Adobe Illustrator file (.ai) with all fonts outlined
2. EPS
3. TIF
4. PDF with fonts embedded
5. JPG
6. We cannot accept .GIF or .PNG files for logos, as they are not high-res, and therefore, not viable.

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

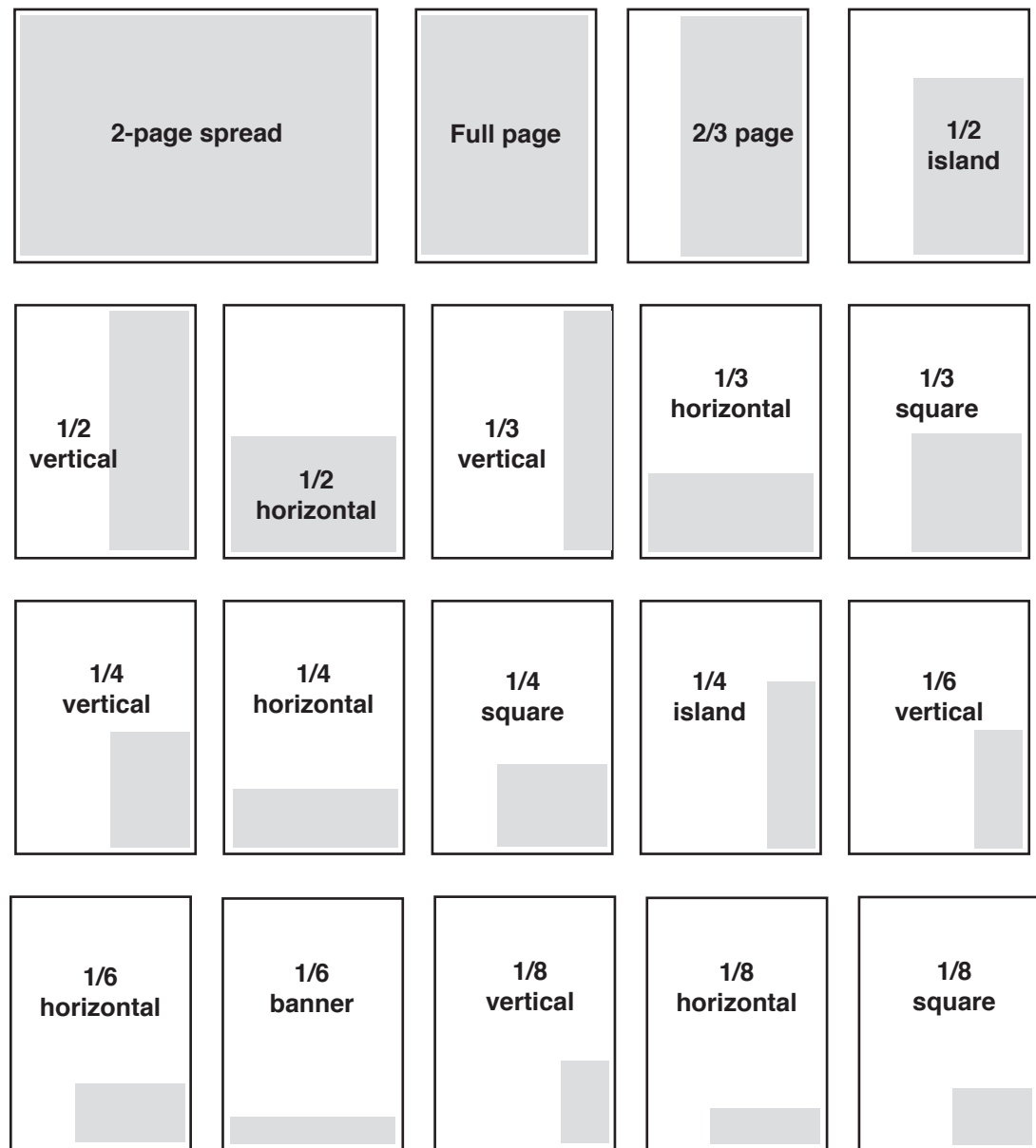
For BLEED advertising specifications and illustrations, please see next page.

SUBMIT FILES: Please send all print and digital magazine display materials to ads@wattglobal.com.

Mail color-critical proofs to:
LSC Communications
Attn: Kyle Bryant
3401 Heartland Drive, Liberty, MO 64068

Please mark the proof with magazine name and issue date.
Example: January 2020 WATT PoultryUSA.

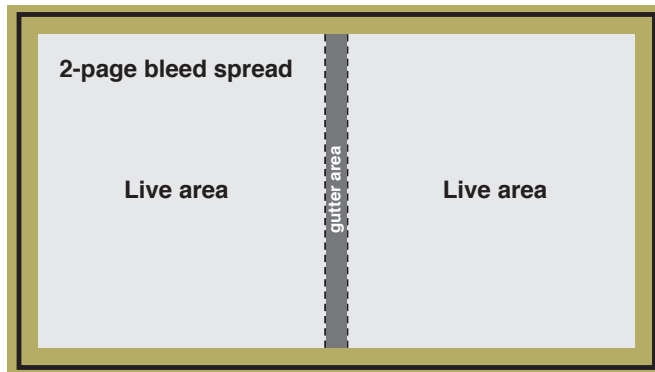
NON-BLEED PRINT SPECIFICATIONS



BLEED PRINT SPECIFICATIONS

Ad sizes:	Inches width x depth	Millimeters 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 - Vertical	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.



Please set up InDesign document as 15.75" x 10.5" with .125 bleed on all four sides.

□ Black rule represents the document size - 15.75" x 10.5" (400mm x 267mm)

■ Represents the .125" (3mm) bleed on all four sides.

■ 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..

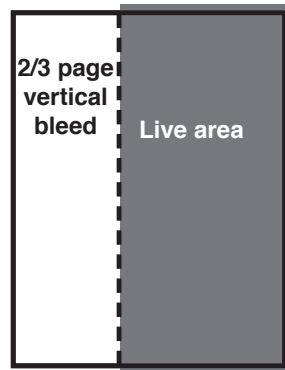


Please set up InDesign document as 7.875" x 10.5" with .125" bleed on all four sides.

□ Black rule represents the document size - 7.875" x 10.5" (200mm x 267mm)

■ Represents the .125" (3mm) bleed on all four sides.

■ All "live" matter must remain within the dark blue area - 7.375" x 10" (188mm x 254mm) to avoid trimming errors.

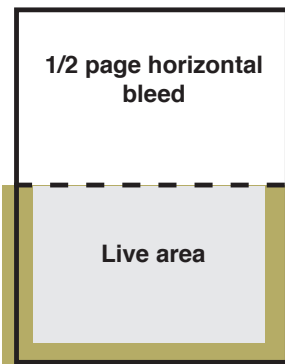


Please set up InDesign document as 4.875" x 10.5" with .125" bleed on top, bottom, and right sides.

□ Black and dotted rule represent the document size - 4.875" x 10.5" (124mm x 267mm).

■ Represents the .125" (3mm) bleed on top, bottom, and right side.

■ All "live" matter must remain within the dark red area - 4.625" x 10" (117mm x 254mm) to avoid trimming errors.

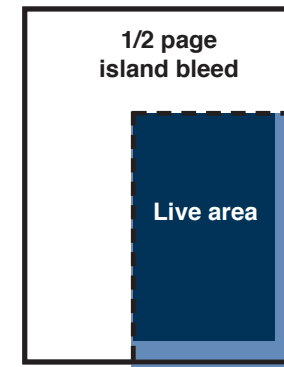


Please set up InDesign document as 7.875" x 5.125" with .125" bleed on left, right, and bottom.

□ Black and dotted rules represent the document size - 7.875" x 5.125" (200mm x 130mm).

■ Represents the .125" (3mm) bleed on left, right, and bottom.

■ All "live" matter must remain within the yellow area - 7.375" x 4.875" (188mm x 124mm) to avoid trimming errors.

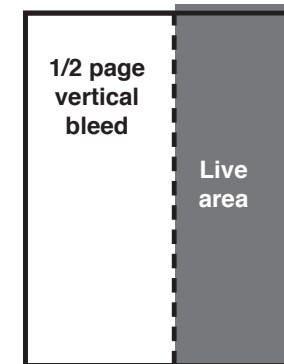


Please set up InDesign document as 4.875" x 7.875" with .125" bleed on right, and bottom.

□ Black and dotted rules represent the document size - 4.875" x 7.875" (124mm x 200mm)

■ Represents the .125" (3mm) bleed on right and bottom.

■ All "live" matter must remain within the dark blue area - 4.625" x 7.625" (118mm x 194mm) to avoid trimming errors.



Please set up InDesign document as 3.75" x 10.5" with .125" bleed on right, top, and bottom.

□ Black and dotted rules represent the document size - 3.75" x 10.5" (95mm x 267mm)

■ Represents the .125" (3mm) bleed on right, top, and bottom.

■ 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 — .125" (3mm) on all four sides

document size — 7.875" x 10.5" (200mm x 267mm)

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



PRINT & DIGITAL MAGAZINE SPECIALTY AD SPECIFICATIONS

PRINT BELLY STRIP

- » A belly strip is printed on two sides and will be attached to the front cover of the issue. A PDF will be required for each side. Please indicate Front and Back when submitting materials.
- » Document dimensions for each PDF:
 - Width: 7.375" wide (188mm)
 - Height: 5" tall (127mm)
 - Include .125" (3mm) bleed on all four sides
 - "Live art" must remain .375" (9mm) from the edges of the document.
- » Resolution must be a minimum of 300 dpi, and color must be CMYK.

PRINT BELLY BAND

- » A print belly band is 1-sided and will be wrapped around the body of the issue. A high-resolution (minimum 300 dpi) CMYK PDF will be required.
- » Dimensions for a print belly band are:
 - Width: 17" wide (432mm)
 - Height: 5" tall (127mm)
 - Include .125" (3mm) bleed on all four sides
 - "Live art" must remain .375" (9mm) from the edges of the document.

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

DIGITAL BELLY STRIP

- » A digital belly strip is a one-sided animated or non-animated ad that displays on top of the front cover of an issue.
- » The belly strip must be sent as one of the following options: .jpg, .gif, animated .gif.
- » Specs for belly strip are: 7" width x 4" height (2101 pixels width x 1202 pixels height).
- » Color must be CMYK.
- » Background color may fill the entire ad.
- » Resolution must be between 150 and 300 dpi.
- » Please supply a URL link for the belly strip ad.

PRINT COVER TIP AND PRINT INSERT TIP

- » A cover tip is printed on two sides and will be attached to the front cover of the issue. A PDF will be required for each side. Please indicate Front and Back when submitting materials.
- » A print insert is 2-sided and will be tipped within the body of the issue. A PDF will be required for each side. Please indicate Front and Back when submitting materials.
- » Dimensions for both a cover tip and insert tip are the same:
 - Width: 7.625" wide (194mm)
 - Height: 10.25" (260mm)
 - Include .125" (3mm) bleed on all four sides
 - "Live art" must remain .375" (9mm) from the edges of the document.
- » Resolution must be a minimum of 300 dpi, and color must be CMYK.

DIGITAL BLOW-IN AD

- » Digital blow-ins are 1-sided ads, and will require to be sent as one of the following options: .jpg, .gif, animated .gif.
- » Specs for the blow-in ad are: 5.5" width x 5" height (1651 pixels width x 1501 pixels height).
- » Color must be CMYK.
- » Resolution must be between 150 and 300 dpi.
- » Please supply a URL link for the blow-in ad, if required, based on your ad design.

DIGITAL COVER TIP OR DIGITAL INSERT 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).
- » A digital insert tip is 2-sided and will display within the body 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
- » Color must be CMYK.
- » Resolution must be between 150 and 300 dpi.

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

DIGITAL WEBSITE, NEWSLETTER AND EMAIL SPECIFICATIONS

Digital material submissions and inquires:

- Please direct all inquiries regarding digital product materials to ads@wattglobal.com.
- Please send all materials (including URL information) to ads@wattglobal.com.

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)
- » 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 Slide-In ads**

Super Billboards

- » Desktop Background: 2048w x 480h
- » Desktop Collapsed Background: 2048w x 150h
- » Mobile Background: 1024w x 512h
- » Mobile Collapsed Background: 1024w x 150h
- » Video Option: Recommended duration 30 – 60 seconds

Super Leaderboard Flipbook

- » Desktop Leaderboard: 970w x 90h
- » Tablet Leaderboard: 728w x 90h
- » Phone Leaderboard: 300w x 50h
- » Magazine Half-Pages: 600w x 700h

Contact ads@wattglobal.com to obtain the required Photoshop layered templates along with detailed instructions and best practices.

E-NEWS BANNERS

WATT Poultry Update, Feed Strategy eNews, WATT Boletín Industria Avícola:

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.)

Poultry Future:

Native Ad Sponsor Requirements

- » Sponsor Name: displayed in eNews header/footer
- » Headline: up to 85 characters (including spaces)
- » Image: editorial style image with no calls to action incorporated into the image, 550 W x 225 H at 72 dpi
- » Summary Text: brief paragraph, up to 260 characters, can include call to action
- » Call to Action (optional): click-through URL (will link headline and select summary text as specified)

Sponsored Links

- » Headline: 64 characters or less (including spaces)
 - » Linking instructions: 1 hyperlink per insertion, no use of bold type
- Contact [Connie Miller at cmiller@wattglobal.com](mailto:cmiller@wattglobal.com) to receive a materials collection form with recommended best practices for the Native Ad Sponsorship.

Trending Topics Weekly:

Banner size (in pixels)

- » Display Banner Size (in pixels): 300w x 250h

Trade Show Special Edition Newsletter:

Sponsor Requirements

- » Material Specifications: logo, 60-word description, booth number & website

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.) .png or text and native ads: .txt or .doc or via email

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)

NATIVE ADVERTISING CAMPAIGNS

You provide the following:

- » Web addresses (URL's) to existing articles on your website
- » Topic Page Option: Submit 4-7 URL's (articles) for each month of the program
- » Article Page Option: Submit 1 URL or Word .doc file
 - At least one photo is recommended, may provide YouTube or SlideShare embed code, or up to three photos
 - Optional: An "About Company" paragraph with up to three discreet calls to action w/ click through URLs permitted in a footer section

- » (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.

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.



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