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.**

Material submissions:
Please send all print and digital magazine display materials 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.
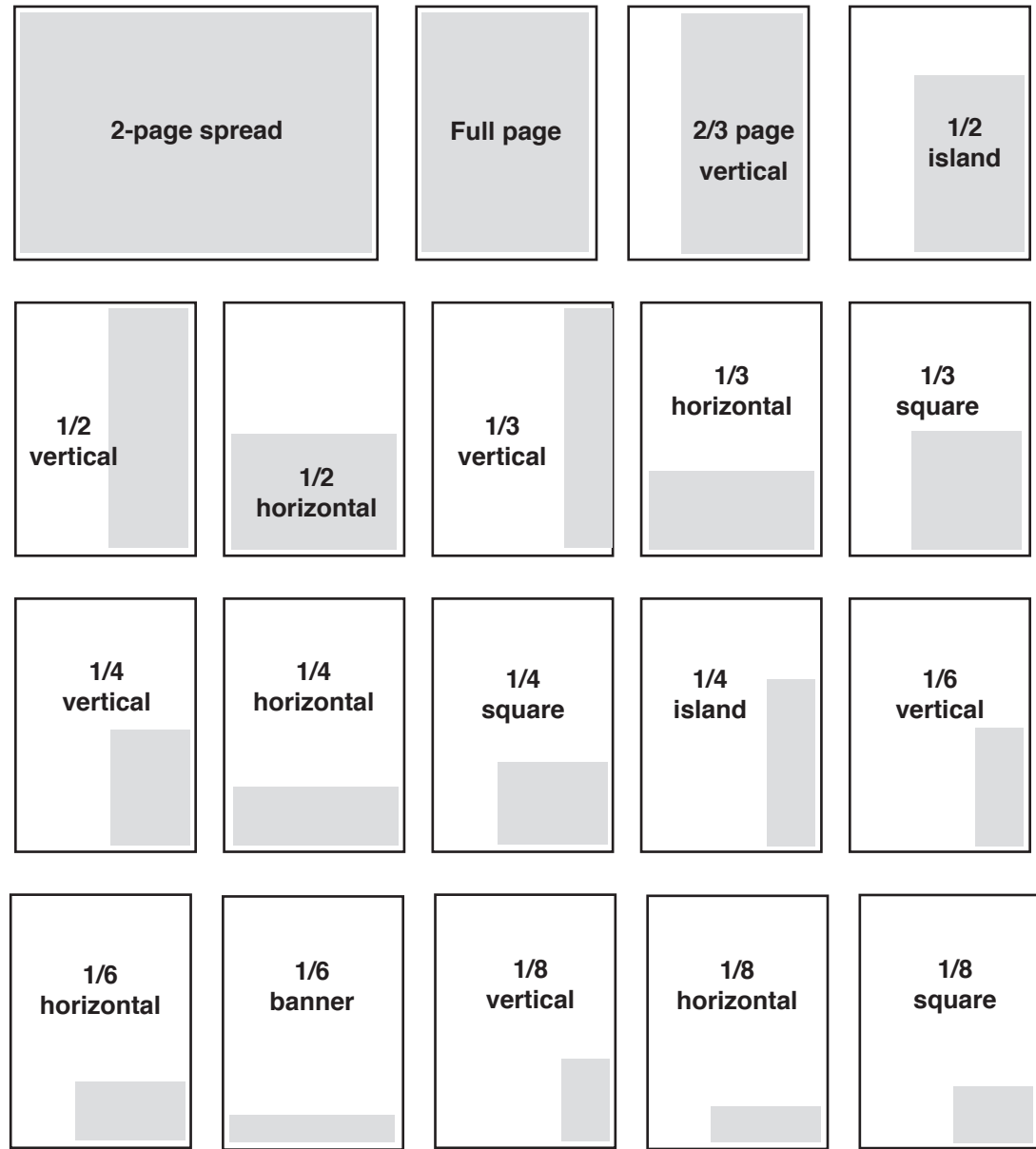
LOGO SPECIFICATIONS

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.

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NON-BLEED PRINT SPECIFICATIONS

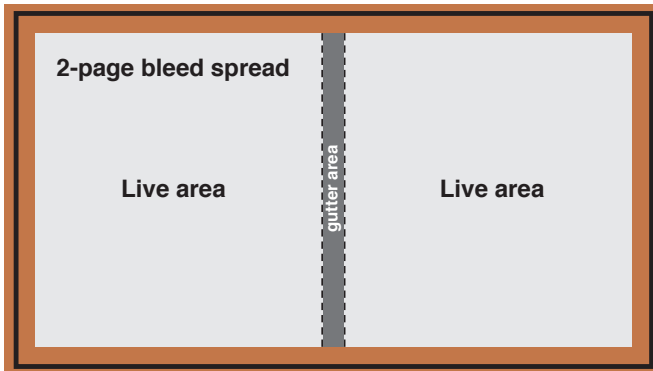| Ad sizes:	Inches width x depth	Millimeters width x depth
2 page spread		
Non-bleed	15.25 x 10	388 x 254
Full page		
Non-bleed	7.375 x 10	188 x 254
2/3 page		
Non-bleed - vertical	4.5 x 10	114 x 254
1/2 page		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
Island - 2 columns	4.5 x 7.5	114 x 191
Vertical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

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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.

2-page bleed spread

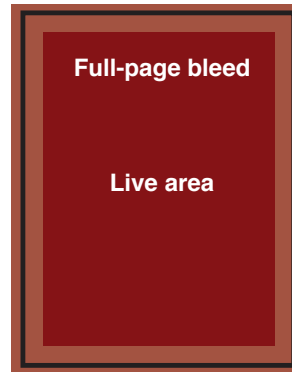Live area | gutter area | Live area

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

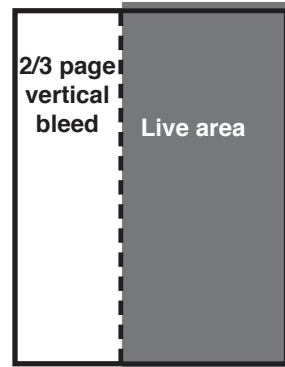■ Avoid placing "live" matter within the half-inch (13mm) gutter area

Full-page bleed

Live 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
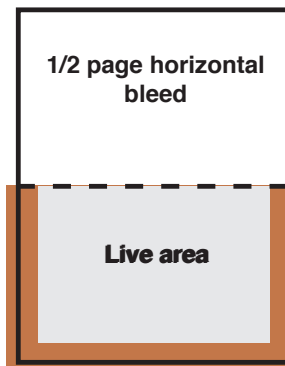
2/3 page vertical bleed

Live area

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
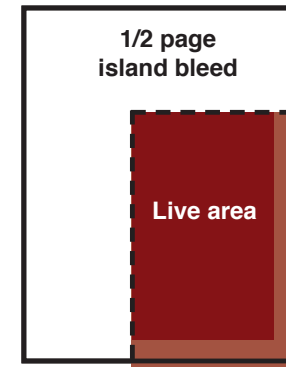
1/2 page horizontal bleed

Live area

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
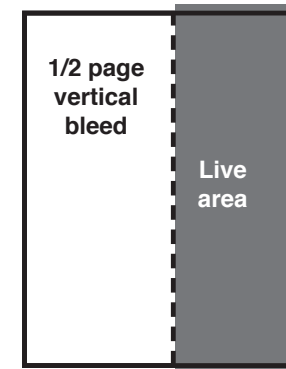
1/2 page island bleed

Live area

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

1/2 page vertical bleed

Live area

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

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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)

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

INVALUABLE RESOURCE:

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INGREDIENT
ISSUES ▶ LIBRARY

GAIN KNOWLEDGE AND INSIGHTS ON 150+ PET FOOD INGREDIENTS

Need to discover new ingredients or learn more about ones you are considering for your pet food formulations? Petfood Industry's Ingredient Issues Library **contains 150+ articles written by nutritionist Greg Aldrich, Ph.D.** Each article addresses market value, consumer perceptions, processing details, regulatory issues and published research (if available) for the ingredient.

Ingredient categories include:

▶ Proteins
▶ Fibers and legumes
▶ Grains and starches
▶ Amino acids
▶ Vitamins and minerals
▶ And more!

Purchase the collection at: PetfoodIndustry.com/Ingredient-Issues

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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 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.

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.

DIGITIAL 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 (660 pixels width x 600 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.

TABLE OF CONTENTS (TOC) AD

» TOC ads are 1-sided ads and will require to be sent as one of the following options: jpg, .gif, animated .gif

» Specs for the TOC ad are: maximum 300 width x 250 height pixels (smaller is okay, but an image taller than 250 pixels high will cause display problems on smaller screens)

» Support for JavaScript ad tags: ad tag must work in an iFrame

» Please supply a URL for the TOC ad, if the ad is to be linked

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 (840 pixels width x 480 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.

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

» Resolution must be a minimum of 300 dpi, and color must be CMYK.

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

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