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 Petfood Industry.

Material submission:
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.

NON-BLEED PRINT SPECIFICATIONS

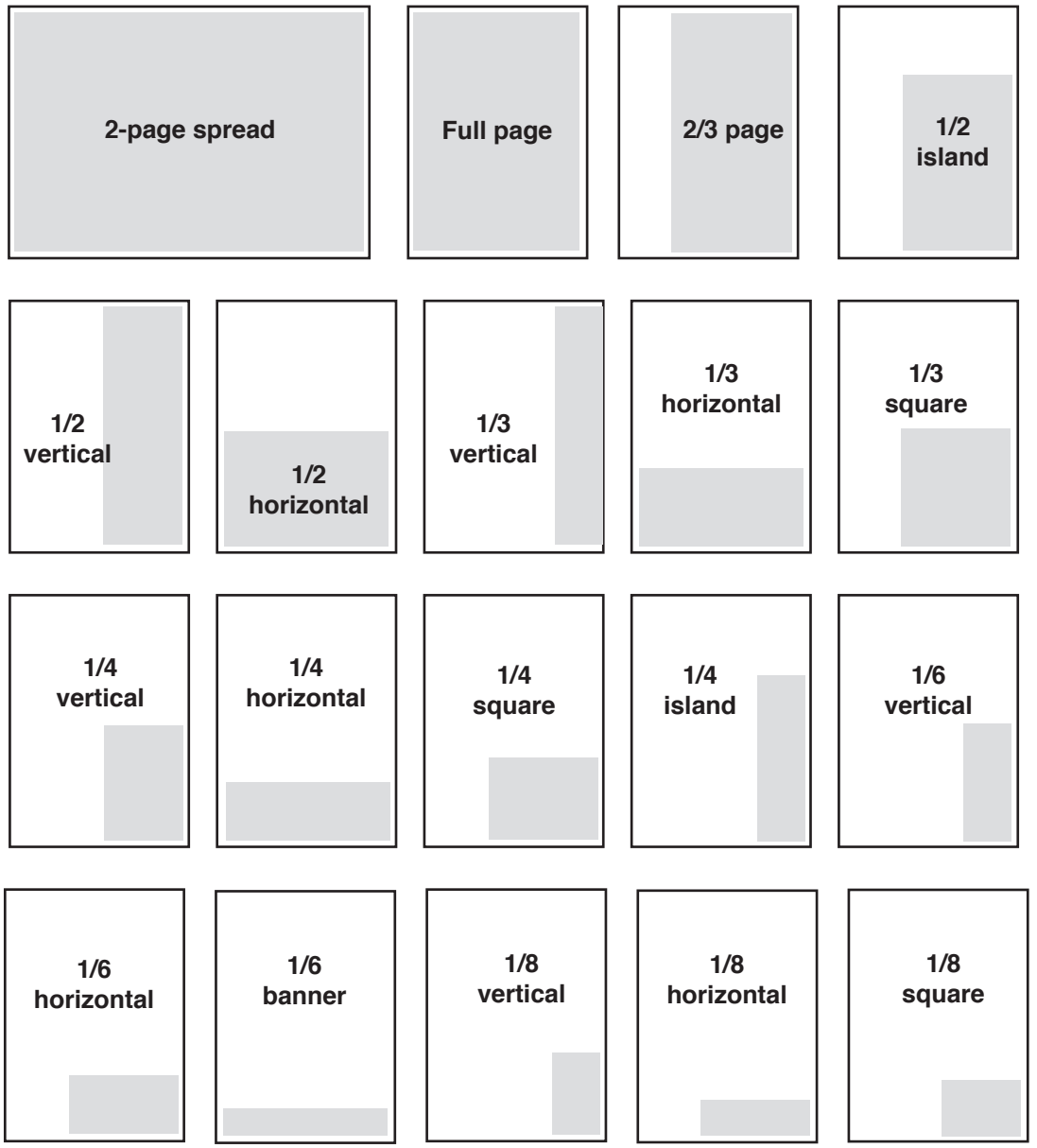
Ad sizes:	Inches width x depth	Millimeters width x depth
2 page spread		
Non-bleed	15.25 x 10	388 x 254
Full page		
Non-bleed	7.375 x 10	188 x 254
2/3 page		
Non-bleed	4.5 x 10	114 x 254
1/2 page		
Horizontal - 3 columns	7.375 x 4.625	188 x 118
Island - 2 columns	4.5 x 7.5	114 x 191
Vertical - 1/2 page	3.375 x 10	85 x 254
1/3 page		
Horizontal - 3 columns	7.375 x 3.25	188 x 83
Square - 2 columns	4.5 x 4.625	114 x 118
Vertical - 1 column	2.125 x 10	54 x 254
1/4 page		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 92
Vertical - 1/2 page	3.375 x 4.625	85 x 118
Island - 1 column	2.125 x 7.375	54 x 188
1/6 page		
Horizontal - 2 columns	4.5 x 2.375	114 x 60
Vertical - 1 column	2.125 x 4.625	54 x 118
Banner - 3 columns	7.375 x 1.5	188 x 38
1/8 page		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 57
Vertical - 1 column	2.125 x 3.625	54 x 92

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

SEND FILES VIA: 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

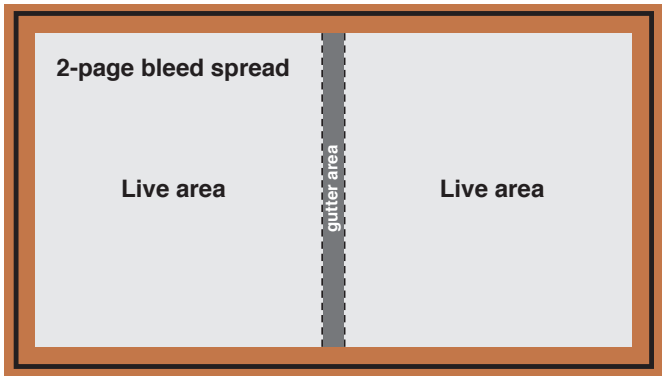
Please mark the proof with magazine name and issue date. issue date. Example: January 2020 Petfood Industry.



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.

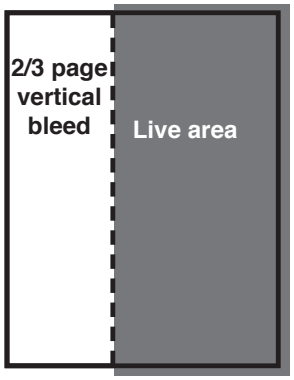


Please set up InDesign document as 15.75" x 10.5" with .125 bleed on all four sides.

- 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.

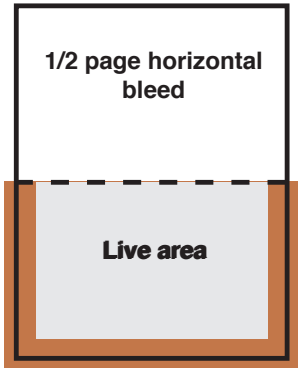
Please set up InDesign document as 7.875" x 10.5" with .125" bleed on all four sides.

- 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.



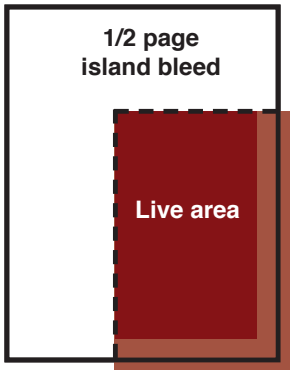
Please set up InDesign document as 4.875" x 10.5" with .125" bleed on top, bottom, and right sides.

- 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.



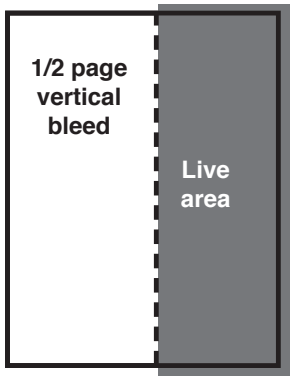
Please set up InDesign document as 7.875" x 5.125" with .125" bleed on left, right, and bottom.

- 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)

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.

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 (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 Pop-Up or 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-NEWSLETTERS

PETFOOD INDUSTRY NEWS AND PETFOOD FORUM POST-SHOW NEWSLETTER
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
Note: Contact Connie Miller at 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

PETFOOD FORUM SNEAK PEEK 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

Please provide the following for website and/or e-newletter sponsored links or text ads:
» Headline: 64 characters or less (including spaces)
» Best practice: WATT will append "WHITE PAPER:" OR "WEBCAST:" to appropriate headlines and recommends "VIDEO:" precedes the headline if a video is on the landing page in order to maximize clicks.
» Linking instructions: 1 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.