

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.**

Digital material submissions and inquiries:

- 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

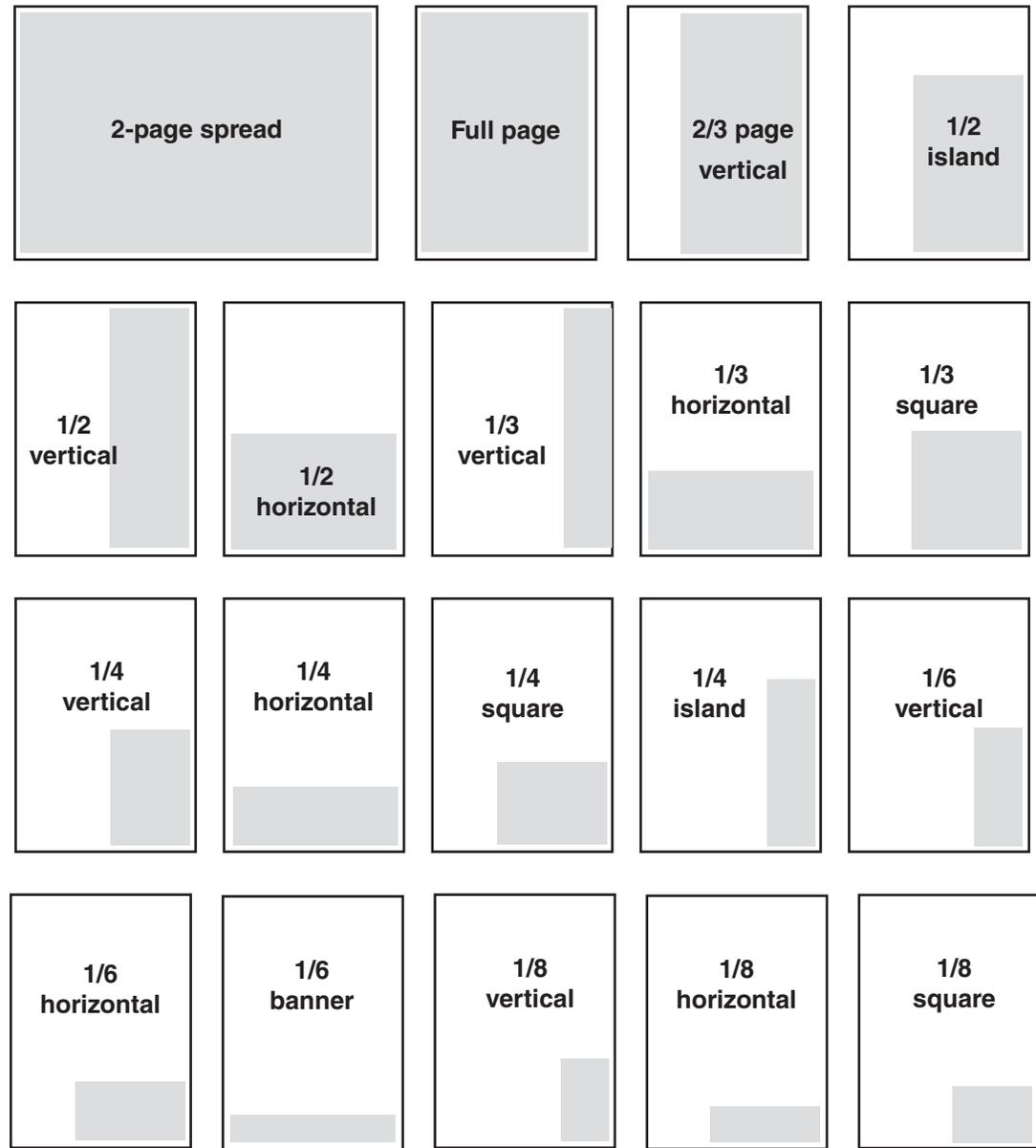
All logos must be submitted as a 300 dpi CMYK file. Below is the list of acceptable file formats in descending order of preference:

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.

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

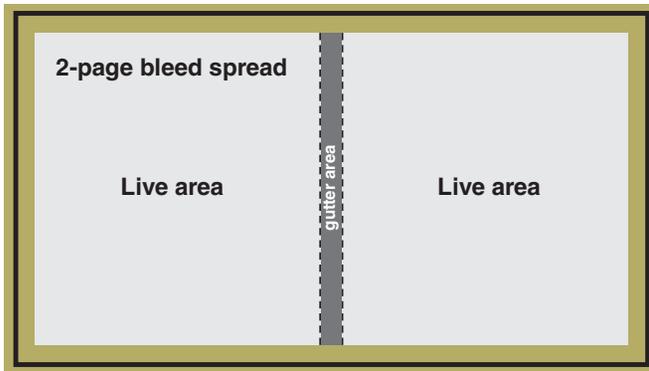
For BLEED advertising specifications and illustrations, please see next page.



BLEED PRINT SPECIFICATIONS

Ad sizes:	Inches	Millimeters
	width x depth	width x depth
2 page spread		
Bleed	16 x 10.75	407 x 274
Full page		
Bleed	8.125 x 10.75	207 x 274
2/3 page		
Bleed - 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

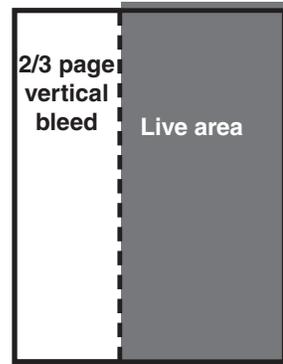


Please set up InDesign document as 7.875" x 10.5" with .125" bleed on all four sides.

□ 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.

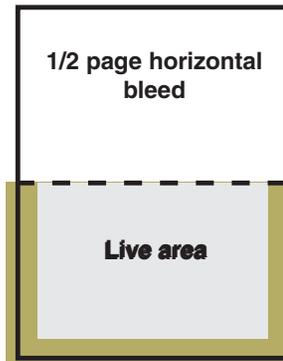


Please set up InDesign document as 4.875" x 10.5" with .125" bleed on top, bottom and right sides.

□ 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.

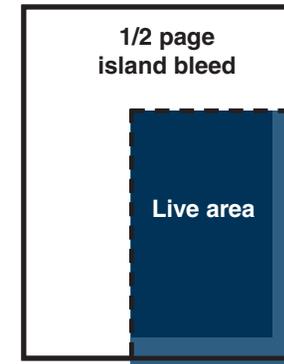


Please set up InDesign document as 7.875" x 5.125" with .125" bleed on left, right and bottom.

□ 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.

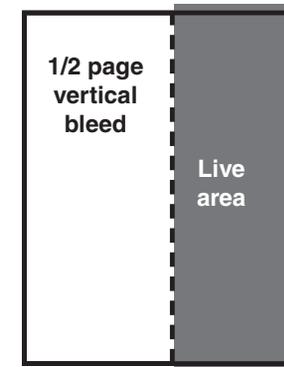


Please set up InDesign document as 4.875" x 7.875" with .125" bleed on right and bottom.

□ 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)

FeedStrategy[®].COM

Animal Feed Formulations Library

Access exclusive insights and resource information
for a series of animal feed formulas

Feed Strategy's new Animal Feed Formulations Library
provides nutritionists with the optimal rations for improved
productivity and profitability. The downloadable,
interactive guide assists qualified nutritionists in creating
farm-specific results based on popular feeding trends.

New formulation series
will include:

- **Broilers** – available now!
- **Swine** – available now!
- **Dairy**
- **Layers**

View the library at:
www.wattglobalproducts.com/collections/animal-feed-formulations-library

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.

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.

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.

DIGITAL WEBSITE BANNERS

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: 300w x 250h
- » In-Content Panorama: 600w x 200h
- » Footerboard: 728w x 90h (desktop view), 300w x 50h (mobile view)

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

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.

Dynamic Content Marketing Banners

Content Scroller

“TOP” POSITION

- Assembled Ad Unit is Responsive 300x600 / 300x250
- Branded Area: (Image files: .jpg, .png)
- » Desktop: 300 x 250 and Mobile: 300 x 135
- » Link: click-thru URL

“MIDDLE/BOTTOM” POSITIONS

- Assembled Ad Unit is 300 x 250
- Branded Area: (Image files: .jpg, .png)
- » Desktop/Mobile: 300 x 135 only
- » Link: click-thru URL

CONTENT FOR ALL POSITIONS

- » 6 to 10 assets recommended, 4 assets minimum
- » RSS feed URL, .xls, .doc or .txt file
- » Headline: up to 64 characters w/ spaces
- » Description: up to 120 characters w/ spaces
- » Links: click-thru URL for each headline

Content Catalog

“TOP” POSITION

- Assembled Ad Unit is Responsive 300x600 / 300x250
- Required: Utilization of WATT’s layered, organized .psd template. Please include .otf, .ttf font files.**

- » Design banner using both art cards: “300x600 Desktop” and “300x250 Mobile Carousel” required

“MIDDLE/BOTTOM” POSITIONS

- Assembled Ad Unit is 300 x 250
- Required: Utilization of WATT’s .psd template.**
- » Only the “300x250 Mobile Carousel” art card should be used

CONTENT FOR ALL POSITIONS:

- Displays minimum of 4 articles with accompanying thumbnail images. May provide up to 8 articles/images to be displayed randomly.
- » Thumbnails: 270w x 120h
- » Headlines: up to 64 characters w/spaces
- » Links: click-thru URL for each article

Advertorial Brief

“TOP” POSITION

- Assembled Ad Unit is Responsive 300x600 / 300x250
- Branded Area: (Image files: .jpg, .png)
- » Desktop: 300 x 250 and Mobile: 300 x 135 (see .psd template for bottom left safe area for “expand” button)
- » Link: click-thru URL

“MIDDLE/BOTTOM” POSITIONS

- Assembled Ad Unit is 300 x 250
- Branded Area: (Image files: .jpg, .png)
- » Desktop/Mobile: 300 x 135 only (see .psd template for bottom left safe area for expand button)
- » Link: Click-thru URL

CONTENT FOR ALL POSITIONS:

- Article Content: Up to 100 words
- Formatted .doc may include:
 - » Headline/sub-headlines/body text with varying font sizes
 - » Font colors
 - » Web safe fonts
 - » Bold/italic
 - » Bulleted lists
 - » Recommended: Include 3 to 5 linked text excerpts with link instructions

Video Marquee

“TOP” POSITION

- Assembled Ad Unit is Responsive 300x600 / 300x250

Required: Utilization of WATT’s layered, organized .psd template. Please include .otf, .ttf font files.

- » Design banner using both art cards: “300x600 Desktop” and “300x250 Mobile Carousel” required
- » Link: click-thru URL

Video Specifications:

- » Video Thumbnail: 300 x 168, may be positioned anywhere on banner
- » Video Specs:
 - Dimensions: 1080p-1920 x 1080
 - File Type: .mp4, .mov, or VAST URL
 - Codec: H.264 MP4 & VP8
 - WebM, MOV
 - Frame Rate: 30 fps or 29.97 fps
 - Audio Bitrate: 128 kbps minimum
 - Length: 15 to 30 seconds
 - Maximum File Size: 25 MB

Multi-Panel Cube

“MIDDLE/BOTTOM” POSITIONS

- Assembled Ad Unit is 300 x 250
- » Cube Sides: (Four) 300w x 250h
- » Image Format: .jpg, .png
- » Links: Four click through URLs, one for each side

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

DIGITAL NEWSLETTERS 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.

E-NEWS BANNERS

WATT Poultry Update, Feed Strategy eNews:

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 News:

Native Ad Sponsor Requirements

- » Sponsor Name: displayed in eNews header/footer
- » Headline: up to 85 characters (including spaces)
- » Image: editorial style JPG 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 to receive a materials collection form with recommended best practices for the Native Ad Sponsorship.

Trending Topics Weekly, Egg Industry Insight:

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. Text and native ads: .txt or .doc or via email (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 ; note that paragraph tags are not supported by Outlook, so use table formatting
- » 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