PetfoodIndustry®

MEDIA KIT 2020

PET FOOD

Your marketing and communications planning guide

www.WATTGlobalMedia.com

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MEET THE CONTENT EXPERTS

Pet food manufacturing professionals from all corners of the globe trust Petfood Industry's market insight, data and special reports from our respected and knowledgeable editorial team.

Our diverse audience consistently turns to Petfood Industry as a primary business resource for industry expertise not found elsewhere.

With more than 30 years of collective editorial experience writing about the pet food industry, our editorial team offers expert insights, analysis and opinions that pet food professionals around the world depend on to be better informed. Our team works with all of the leading pet food industry consultants to provide content, information and advice. We are who the global industry relies on for the in-depth knowledge they need to successfully run their companies.

Debbie Phillips-Donaldson
Editor-in-Chief

Lindsay Beaton
Managing Editor

Tim Wall
Senior Reporter

WATT GLOBAL MEDIA

FIND UNIQUE VALUE WITH PETFOOD INDUSTRY

Tap into the most extensive global audience and portfolio of marketing solutions in the pet food and pet treat manufacturing industry.

GLOBAL AUDIENCE
76,000+ professionals world wide

MULTI-CHANNEL CAPABILITIES
Reach an engaged target audience online, in the magazine or in person at a live event at one of our Petfood Forum conferences and exhibitions around the world
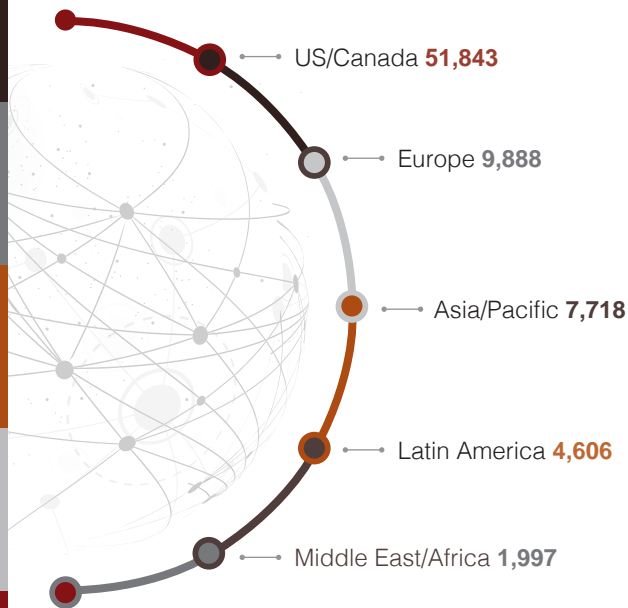
CONTENT & EXPERTISE
More than 30 years of combined editorial experience covering the pet food industry

For specific audience information or breakdown by country, contact a Sales Manager for details:
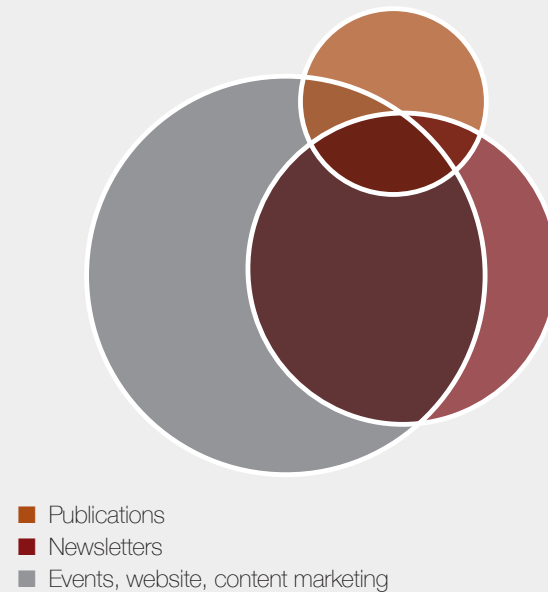www.petfoodindustry.com/help-and-information

Geographical Breakdown

US/Canada **51,843**

Europe **9,888**

Asia/Pacific **7,718**

Latin America **4,606**

Middle East/Africa **1,997**

Pet Food Audience Engagement
TOTAL pet food audience reach (unduplicated) **76,052**

- ■ Publications
- ■ Newsletters
- ■ Events, website, content marketing

Primary Business & Industry Profile – all channels

38%
Pet Food Manufacturer

19%
Retail/Brand Owner/Co-Packer

7%
Academia/Government

20%
Nutritionist/Consultant

16%
Distributor/Broker/Import/Export
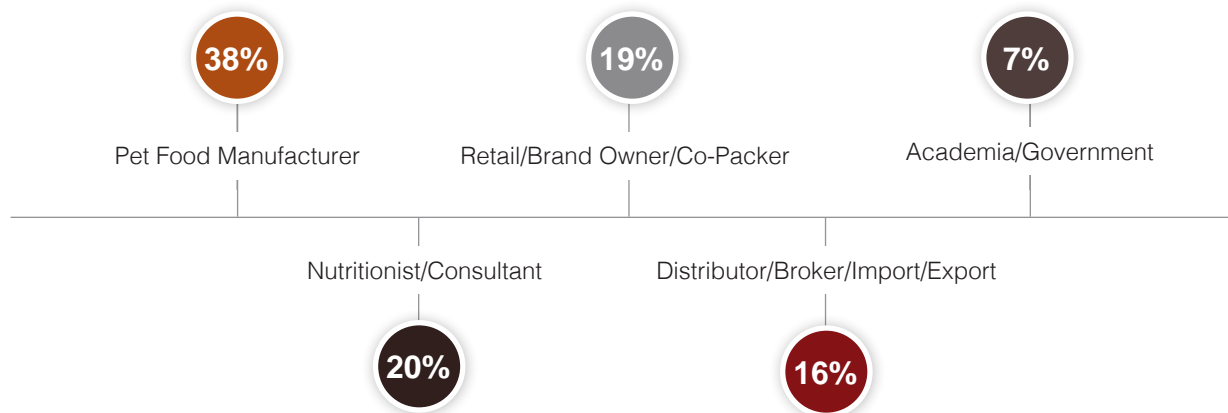
*Percentages based on consensus data

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IDENTIFY YOUR OBJECTIVES

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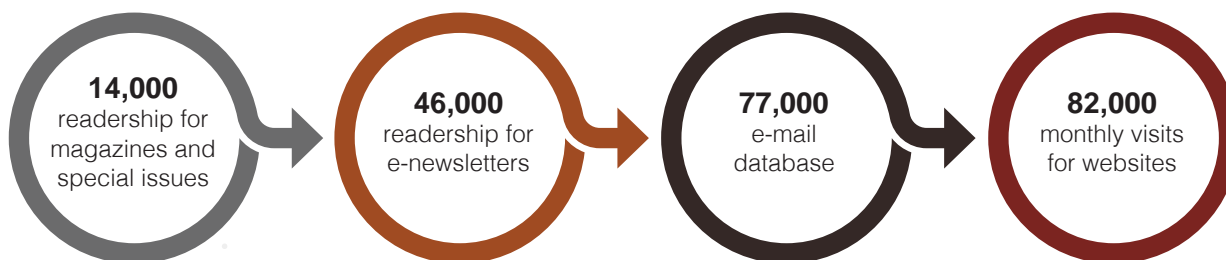igital marketers, editors and event experts can help design a campaign that connects your program with the correct subset of our global audience that is interested in learning about the solutions and products your company offers.

What are your objectives?

» **Branding** – Strengthen your company's image and define how your company and products are perceived by professionals in the pet food 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 pet food industry.

» **Research** – Support decision making with research-based and actionable insights to guide your strategic marketing.

*See page 6 for detailed solutions

Your reach to the pet food market worldwide

14,000 readership for magazines and special issues

46,000 readership for e-newsletters

77,000 e-mail database

82,000 monthly visits for websites

Let's talk about building your expertise in the pet food market.
For more information, contact one of our experienced Sales Managers.

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What solutions lead to success in achieving your objectives?

SOLUTIONS	BRANDING	TRAFFIC	CONTENT	THOUGHT LEADERSHIP	LEADS	RESEARCH
PUBLICATIONS						
Petfood Industry	✓					✓
Digital Edition Options	✓	✓				
Signet AdBrand™ Study	✓				✓	✓
Petfood Forum Show Guide	✓					
DIGITAL						
Banner Advertising on PetfoodIndustry.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						
Petfood Forum Conferences & Exhibitions	✓		✓		✓	

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Petfood Industry

Petfood Industry is **THE** business resource for pet food and pet treat manufacturing professionals worldwide.

Influence a diverse group of global professionals involved in the complete production process who turn to Petfood Industry for exclusive market research, technical insights, market trends and top company data to stay informed and competitive in a fast-growing global marketplace.

www.petfoodindustry-digital.com

Notable Subscribers

CEO
Well Pet LLC

Director of Quality Control
Blue Buffalo Co.

Production Manager
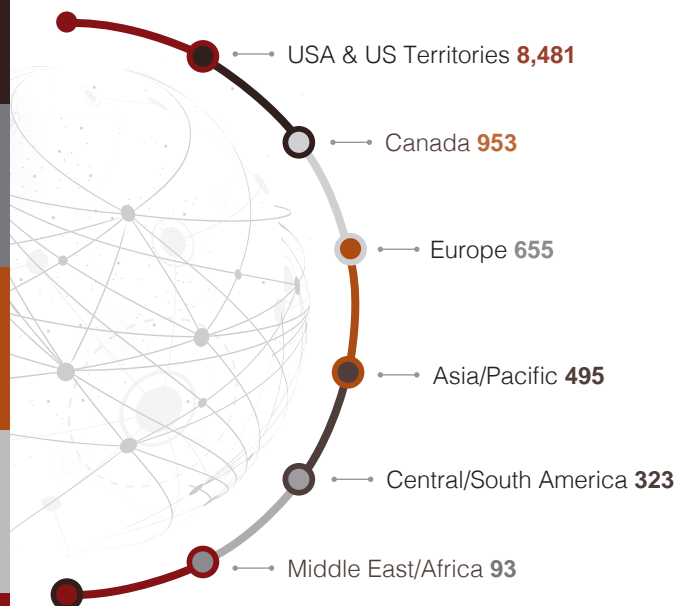**Hills Pet Nutrition Inc.**

Senior Nutritionist
Mars Petcare

Senior Scientist
Nestle Purina Petcare

CEO
Elmira Pet Products

Vice Chairman
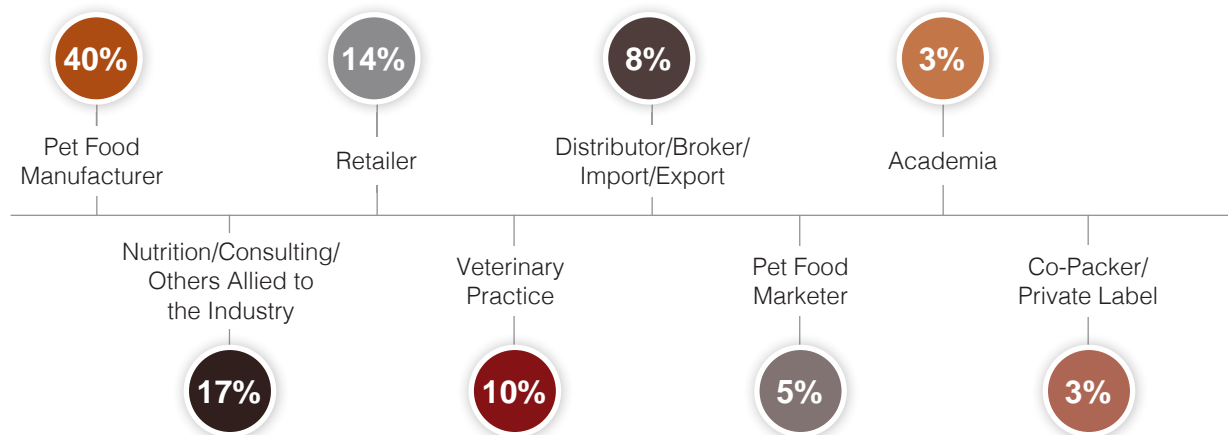**Perfect Companion Group**

Geographical Breakdown
Total Subscribers **11,000**

- USA & US Territories **8,481**
- Canada **953**
- Europe **655**
- Asia/Pacific **495**
- Central/South America **323**
- Middle East/Africa **93**

Job Function

- Top Executives/Key Corporate Professionals **44%**
- Marketing & Sales **17%**
- Food Safety, Quality Control, R&D, Regulatory **15%**
- Nutritionists/Veterinarians **8%**
- Production **5%**
- Purchasing **4%**
- Allied to the Industry **4%**
- Consultants 3**%**

Primary Business – magazine only

- **40%** Pet Food Manufacturer
- **14%** Retailer
- **8%** Distributor/Broker/Import/Export
- **3%** Academia
- **17%** Nutrition/Consulting/Others Allied to the Industry
- **10%** Veterinary Practice
- **5%** Pet Food Marketer
- **3%** Co-Packer/Private Label

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2020 ADVERTISING RATES

Note: Contact one of our experienced sales managers 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	$9,440
2/3 Page	$7,150
1/2 Page	$5,870
1/3 Page	$3,990
1/4 Page	$3,300
1/6 Page	$2,410
2-Page Spread	$15,080

Marketplace Ad
4/c per column inch $330

Petfood Industry **Editorial Calendar 2020**

	TOPICS	BONUS DISTRIBUTION/ VALUE ADDED	SPACE CLOSING	MATERIAL DEADLINE
JANUARY	**Top pet food trends for 2020** **Preview of Petfood Forum Asia 2020**	IPPE 2020 Atlanta AFIA Pet Food Conference	Dec 9, 2019	Dec 12, 2019
FEBRUARY	**In focus: hot new pet food trend (identified and previewed in January issue)** **Guide to Petfood Forum Asia 2020**	Petfood Forum Asia 2020	Jan 14, 2020	Jan 17, 2020
MARCH	**Market update: the premium grocery segment** **Pet food labeling** **Preview of Petfood Forum and Petfood Innovation Workshop 2020**	Petfood Forum 2020 Petfood Innovation Workshop 2020	Feb 13, 2020	Feb 18, 2020
APRIL	**Pet food packaging: case studies highlighting new trends** **Guide to Petfood Forum and Petfood Innovation Workshop 2020**	Petfood Forum 2020 - Petfood Innovation Workshop 2020 Petfood Forum Show Guide published*	Mar 13, 2020	Mar 18, 2020
MAY	**Safety update: latest pet food safety technologies and processes**	Pet Foro Mexico	Apr 13, 2020	Apr 16, 2020
JUNE	**Top Pet Food Companies Database Annual Report** **Preview of Petfood Forum China 2020**		May 12, 2020	May 15, 2020
JULY	**Petfood Forum Roundup** **Guide to Petfood Forum China 2020**	Petfood Forum China Pet Fair Asia Signet AdBrand™ Study	Jun 12, 2020	Jun 17, 2020
AUGUST	**Global pet food market update** **More from Top Petfood Companies database** **Annual Reference & Buyer's Guide**	Company Listings	Jul 13, 2020	Jul 16, 2020
SEPTEMBER	**Packaging: latest trends and looking towards 2021** **Functional pet food ingredients: new products and how they meet current trends**	NGFA-PFI Feed & Pet Food Joint Conference Petfood R&D Showcase	Aug 12, 2020	Aug 17, 2020
OCTOBER	**Small animal pet food issue**		Sep 14, 2020	Sep 17, 2020
NOVEMBER	**Cat food trends** **A top trend from 2020: looking forward to how it will play in 2021** **Philanthropy feature**		Oct 14, 2020	Oct 19, 2020
DECEMBER	**Extrusion/drying/cooling roundup: latest technologies for pet food trends**	IPPE 2021 Atlanta	Nov 11, 2020	Nov 16, 2020

*See page 29 for details

DIGITAL EDITION SPECIALTY ADS & ENHANCEMENTS

The digital edition of Petfood Industry magazine provides the benefits of an interactive platform with all the familiarity of the traditional print layout.

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

A digital blow-in ad grabs attention and provides a variety of options for placement.

If desired, a blow-in ad can be two-sided and flip back and forth like the front and back of a page.

SIZE
Width: 6" (152mm)
Height: 4.5" (102mm)

$3,000 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 from front to back.

SIZE
Width: 7.625" (193mm)

Height: 10.25" (260mm)

$5,000 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 two-sided and flips back and forth from front to back.

SIZE
Width: 7.375" (188mm)
5" (127mm)

$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 also available. Additional fees apply.

SIZE
¼-page or larger

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

SIGNET ADBRAND™ STUDY

Receive valuable reader feedback and analysis on the effectiveness of your display ad in the July issue of Petfood Industry magazine. 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 a 1/3-page (or larger) advertisement in the July issue of Petfood Industry 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
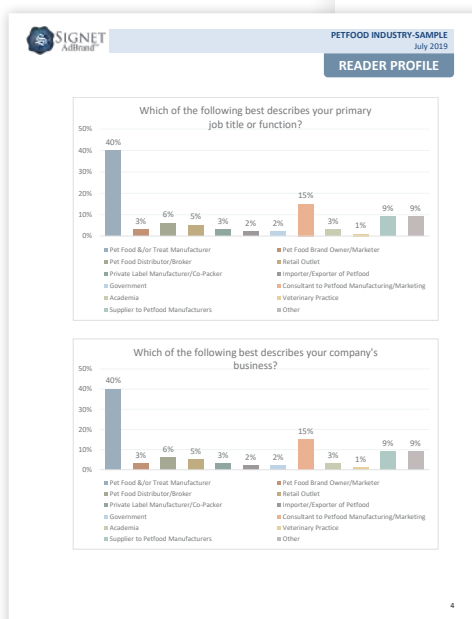
PETFOOD INDUSTRY.COM HOME ADVERTISING OPTIONS

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

POSITION	PRICE PER MONTH
Top Leaderboard 728 x 90 300 x 50 (mobile)	$4,700
Super Billboard 2048 x 480 Responsive	$5,700
Super Billboard Video 2048 x 480 Responsive	$6,200
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	$6,200
Medium Rectangle (2) 300 x 250	$4,225
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	$3,865

See page 13 for details on the high visibility premium billboard options.
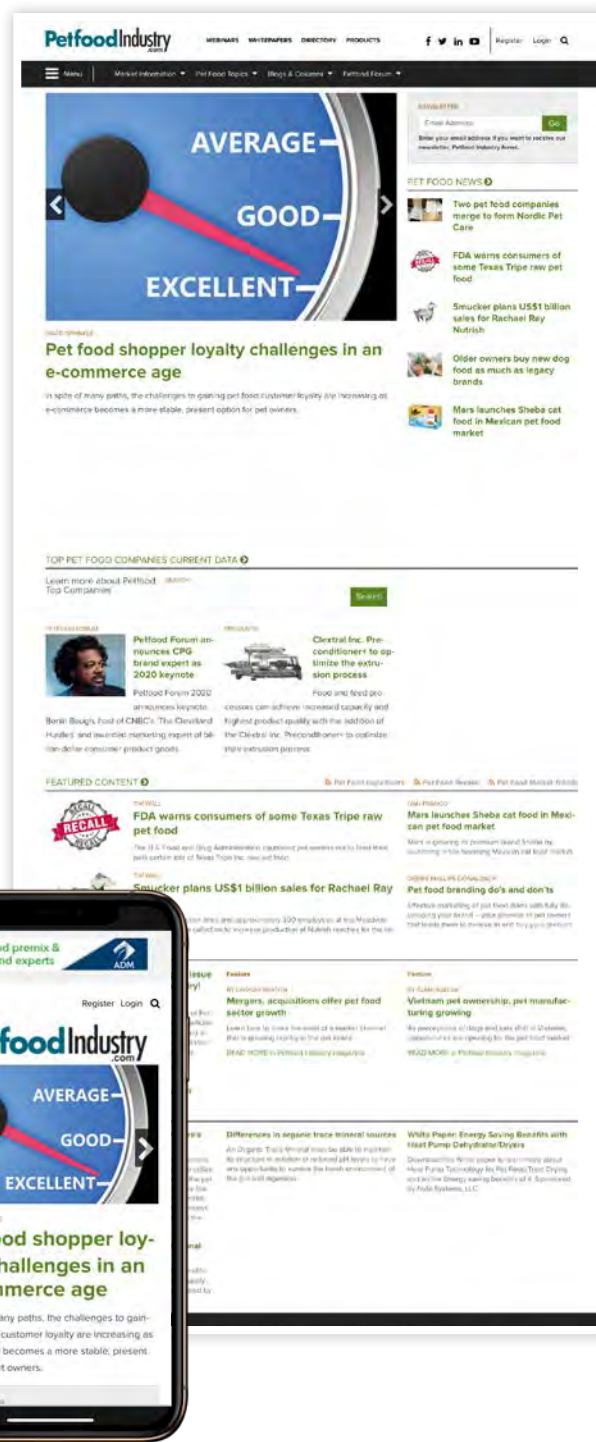
Reach a highly-engaged and growing online community working in the global pet food and pet treat manufacturing industry. These professionals turn to PetfoodIndustry.com's mobile-optimized format to quickly and easily access the latest news and exclusive market data on any device.

On PetfoodIndustry.com, your message will be seen by an average of 82,000 unique visitors each month who come to the site for an unparalleled variety of business content including:

» Breaking industry news

» Exclusive, in-depth articles in our digital magazine

» Dedicated blogs featuring expert insight and commentary from editors and contributors

» Detailed company information in the global Top Pet Food Companies database

» Data and interactive charts in the Market Data section

» Educational webinars and technical white papers

» Supplier directory and searchable product database

» Quick access to content and information for Petfood Forum Conferences & Exhibitions

KEY WEBSITE STATISTICS

» More than 238,000 page views per month (a 4% increase year-over-year)

» Average of 115,000 site visits per month (a 14% increase year-over-year)

» Average of 82,000 unique visitors per month (a 20% increase year-over-year)

» More than 36,000 registered site users

PETFOODINDUSTRY.COM TOPIC CHANNEL ADVERTISING OPTIONS
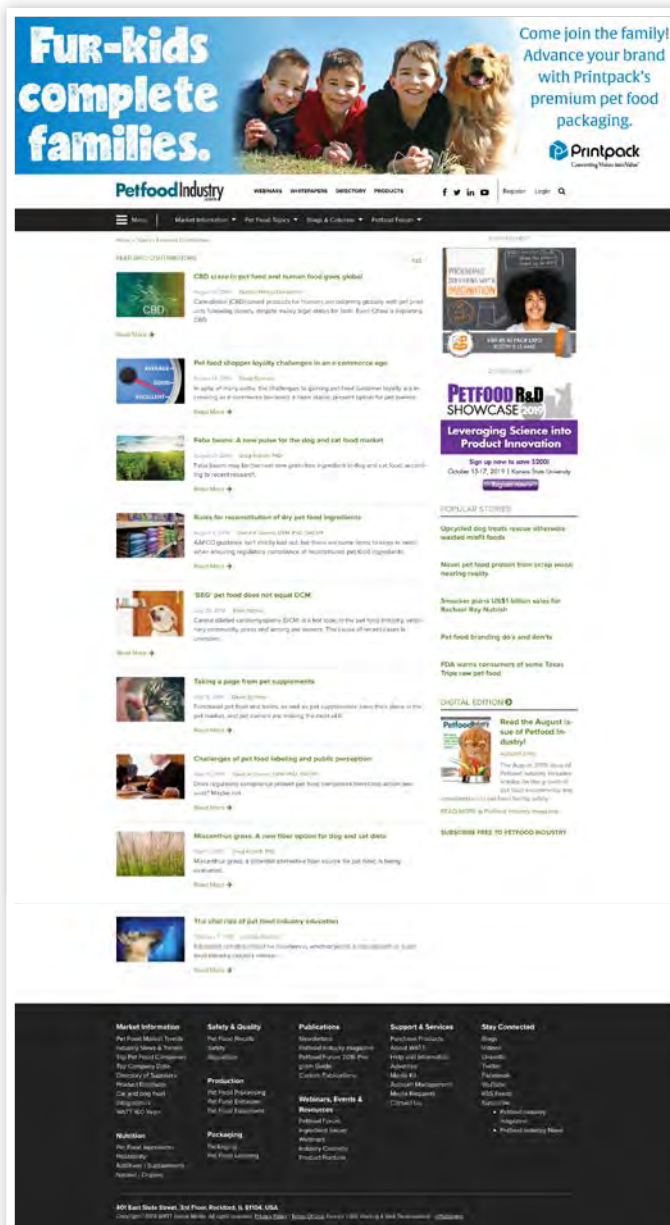
PetfoodIndustry.com offers the following internationally-recognized IAB (Interactive Advertising Bureau) ad sizes on all channel pages:

POSITION	PRICE PER MONTH
Top Leaderboard 728 x 90 300 x 50 (mobile)	$5,100
Super Billboard 2048 x 480 Responsive	$6,100
Super Billboard Video 2048 x 480 Responsive	$6,600
Super Leaderboard Flipbook 970 x 90 728 x 90 (tablet) 300 x 50 (mobile)	$6,600
Medium Rectangle (2) 300 x 250	$4,500
Bottom Leaderboard 728 x 90 300 x 50 (mobile)	$4,250

See page 13 for details on the high visibility premium billboard options.

CHANNEL BUYS AVAILABLE

» Top Pet Food Companies/Market Information Channel
» Nutrition Channel
» Safety & Quality Channel
» Production Channel
» Packaging Channel
» Blogs & Columns Channel
» Directory of Suppliers Channel

NEW! PETFOOD INDUSTRY.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 PetfoodIndustry.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 Petfood Industry Sales Manager 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.

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ONLINE DIRECTORY ENHANCEMENTS

The comprehensive Directory of Suppliers on PetfoodIndustry.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 Petfood Industry Sales Manager or visit www.petfoodindustry.com/directories/347/tiers for more information.
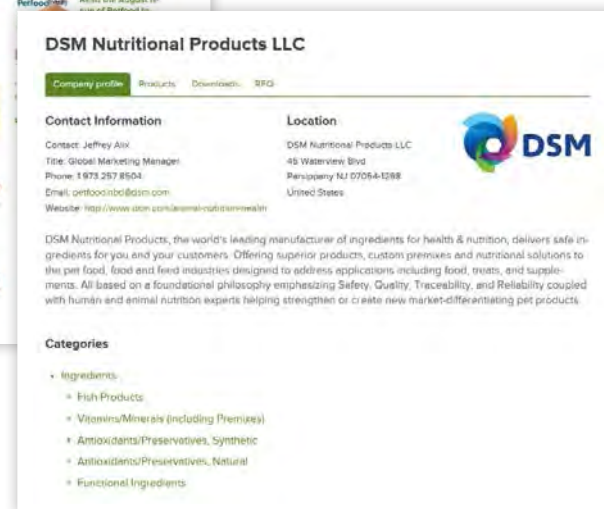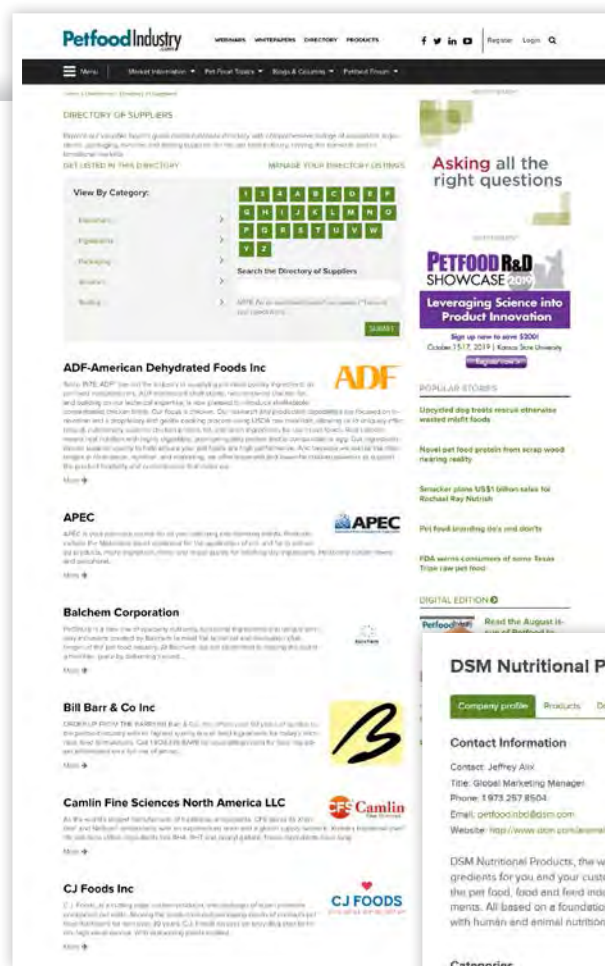
PETFOOD INDUSTRY NEWS

Influence executives and professionals in the global pet food market who rely on our unique email newsletters to deliver current industry news in a mobile-friendly format.

PETFOOD INDUSTRY NEWS

Total engaged subscribers: 26,300 (as of May 2019)
Average open rate: 25% (January-May 2019)

Global e-newsletter sent daily, Monday-Friday, provides a unique glimpse into the latest news and happenings in the quickly growing pet food market, including information on pet food manufacturing news, views and product information.

NEW 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 day.
» $5,000 per month (4 insertions a month)

US/Canada **51%**

Europe **17%**

Asia/Pacific **15%**

Latin America **8%**

Not Specified **5%**

Middle East/Africa **4%**

US/Canada **52%**

Europe **16%**

Asia/Pacific **13%**

Latin America **10%**

Not Specified **7%**

Middle East/Africa **2%**
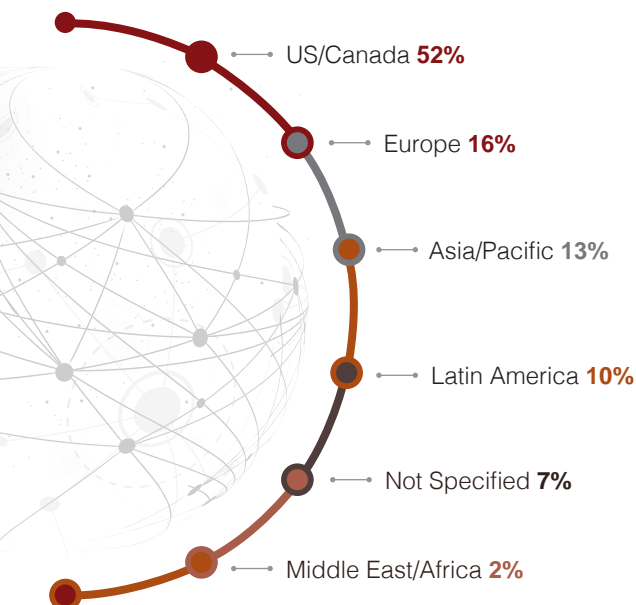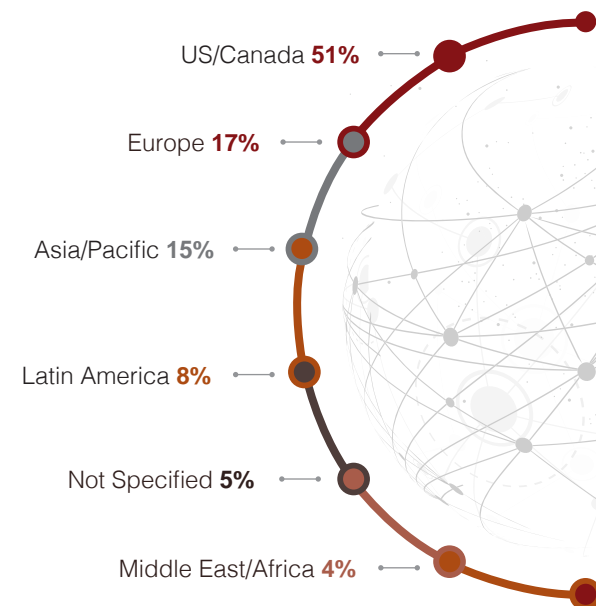
TRENDING TOPICS WEEKLY

Total engaged subscribers: 19,700 (as of May 1, 2019)
Average open rate: 26% (January-May 2019)

Weekly e-newsletter sent each Saturday highlighting the five most popular stories on PetfoodIndustry.com from that week in a condensed, mobile-optimized format.

2 TOTAL AD SPACES AVAILABLE (choose between banner ad or text ad)
» $5,500 per month (4-5 insertions)

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.

DIGITAL PLATFORMS FOR CHINESE PET FOOD PROFESSIONALS
RATE CARD 2020

First Level article

Second Level article

Banner with QR Code

PETFOOD INDUSTRY WECHAT PROMOTION

SPONSORED ARTICLE POSTING
» **First Level article:** $1,500 per one time Wechat Posting
» **Second Level article:** $1,200 per one time Wechat Posting

BANNER WITH QR CODE
» Position: On Petfood Industry Wechat article
» Size: 600 x 275 pixel
» Format: jpg, png, gif
» $1,500 per month (6 insertions)

PETFOOD INDUSTRY ENEWS CHINA

Bi-weekly eNewsletter written in Mandarin and distributed to over 2,000 pet food and pet treat manufacturing professionals and decision-makers throughout the Chinese pet food market. It delivers all the latest news and information for the fast growing Chinese pet food industry.

Total engaged subscribers: 2,000
Average open rate: 24%

BANNER AD or TEXT AD
» $1,000 per newsletter insertion

NATIVE ADVERTISING / SPONSORED CONTENT
Contact Sales Manager for Pricing Information

LIST RENTAL
Qualified email list available for one time rental.
» $2,000

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E-NEWSLETTERS

Influence executives and professionals in the global pet food market who rely
on our unique email newsletters to deliver current industry news in a mobile-friendly format.

PETFOOD FORUM SPECIAL EDITION NEWSLETTERS

2020 Sneak Peek Newsletter:

This special edition pre-show e-newsletter is sent once per week for two weeks leading
up to the opening of Petfood Forum 2020, featuring exhibitor profiles.

» $875 per newsletter insertion

2020 POST-Show Newsletter:

This special edition post-show e-newsletter is sent once per week for the four weeks following
the closing of Petfood Forum 2020, featuring content written at or after the show.

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.

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.

Sponsoring an editorial webinar provides positive exposure and an automatic connection with experts in pet food, but without the need for staff involvement or time to create a full custom webinar. Editorial webinars address pressing topics the industry is facing and your company's affiliation connects your brand to important market issues.
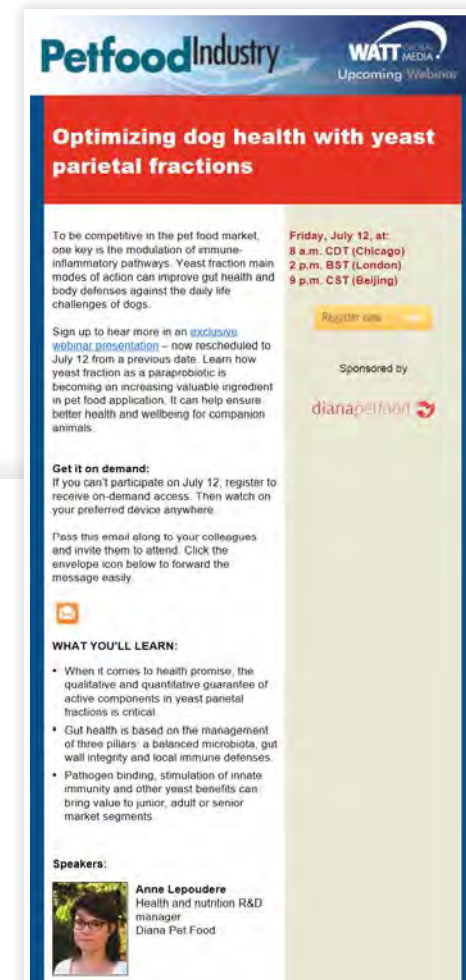
WEBINAR PROGRAM DETAILS Rates for a custom webinar start at $15,000*

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 Petfood Industry 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 Petfood Industry sales professional for details and pricing information.

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

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WHITE PAPERS

Present your company as a solution provider and thought leader when publishing technical information and research about pressing industry challenges your organization has successfully addressed. Repurpose your educational content into a unique industry white paper to attract new prospects and retain current customers.

BEST VALUE
(White Paper Package)
$8,250 per program*

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 $5,150 per program*

TECHNOLOGY	CONTENT	PROMOTION	REPORTING
White Paper hosting on PetfoodIndustry.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 15 days prior to the project start date.

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AUDIENCE TARGETED MESSAGE

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 $4,600 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 15 days prior to the project start date.
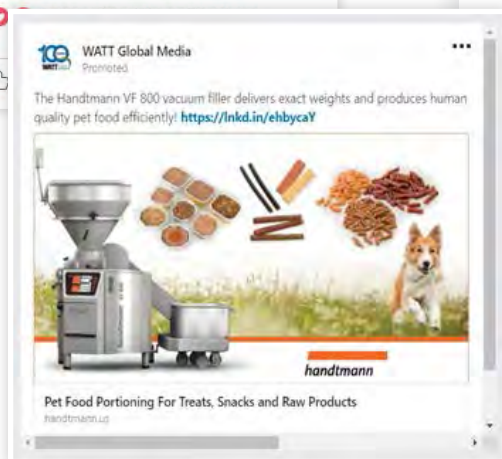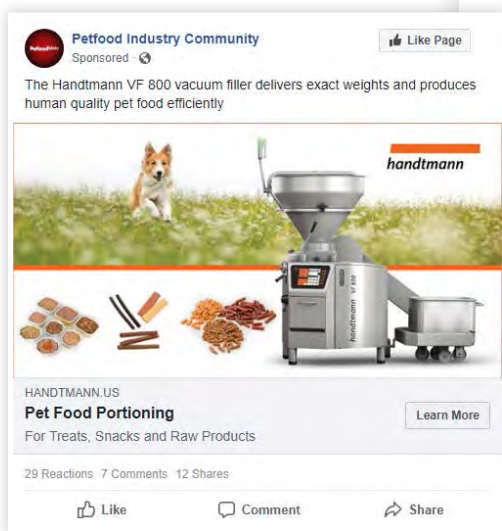
AUDIENCE EXTENSION PROGRAM - EXPANDED OFFERINGS

The Petfood Industry Audience Extension program has expanded to include even more options to connect your brand with qualified, engaged pet food and pet treat manufacturing professionals when they visit Facebook, LinkedIn, YouTube or websites in Google's Display Network.

Audience Extension easily and affordably provides 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 PetfoodIndustry.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. Next, a targeted set of buyers/sellers/influencers is selected from the exclusive Petfood Industry audience database of more than 76,000 pet food 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
	$5,700 net for 1 channel per program
	Contact your sales manager regarding discounts for purchase of multiple channels or additional campaigns

* Petfood Industry 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

The Native Advertising program includes two options – Topic Pages and Article Pages – to drive pet food professionals to your website and position your brand as a thought leader.

TOPIC PAGE
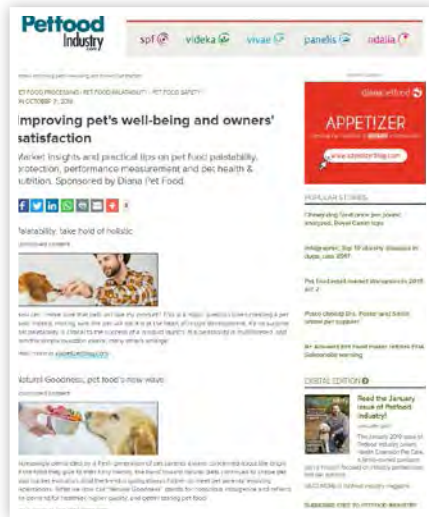
ARTICLE PAGE

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 Petfood Industry 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 Petfood Industry experts) on Home page of PetfoodIndustry.com

Sponsored links in Petfood Industry e-newsletter

Editorial promotions in Petfood Industry e-newsletter once a week each month

Contact your Petfood Industry sales professional for complete program specifications and pricing information.
Materials needed 15 days prior to the project start date.

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 Petfood Industry sales professional to discuss how you can leverage your proprietary content with a customized content marketing program.

Materials needed 30 days prior to the project start date.
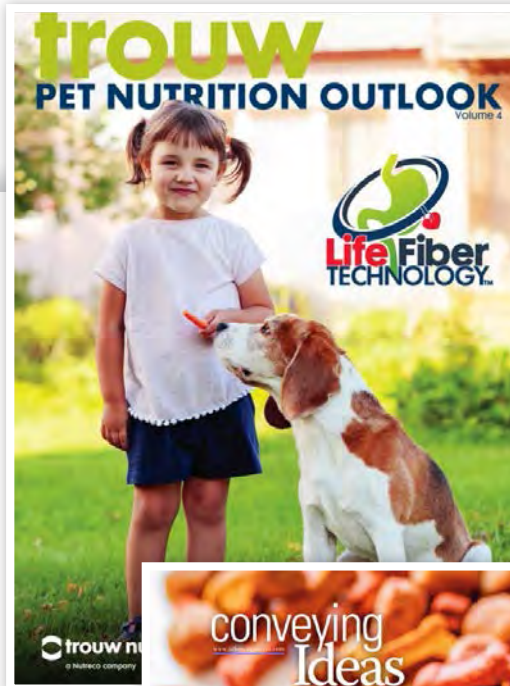
Did you know…

» **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 PetfoodIndustry.com. Connect your marketing message with key industry professionals who engage with this content throughout the website.

WHAT IS THE PROGRAM?

With Rich Content Sponsorship, you sponsor content packages that align with your communication initiatives. We develop and place your message within articles, giving your brand 100% share of voice as the readers browse the collection of articles written by our editors.

DELIVERABLES	PROMOTIONS
Sole sponsorship of every page in the online content package with premium ads on all pages in the package (728 x 90, 300 x 50 leaderboard, 300 x 250 in content)	Content package labeled as "sponsored by" your brand for all promotions in numerous media channels
Executive summary on characteristics of readers who viewed the content	Placement on PetfoodIndustry.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 Petfood Industry e-newsletter text ads, website sponsored links and social media

CONTENT PACKAGES AVAILABLE

Four most read articles in January

Five novel protein sources

Four global pet food market trends

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 3-month commitment with discounts available for 6- and 12-month programs, or in combination with integrated media and event buys.

Contact your Petfood Industry sales manager for complete program details.
Materials needed 15 days prior to the project start date.

WATT GLOBAL MEDIA

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 Petfood Industry sales professional for complete program specifications and pricing information.

WATT GLOBAL MEDIA

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

Petfood Industry'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.

PETFOOD FORUM CONFERENCES & EXHIBITIONS - 2020

The Petfood Forum group of conferences and exhibitions are unique and exclusive events serving the global pet food manufacturing industry. They provide the ideal opportunity for pet food professionals from around the world to network, exchange ideas and do business face-to-face. Each conference and hands-on workshop offers a new agenda, speaker lineup and learning takeaways to help improve your business.

Petfood Forum Asia – March 25, 2020
Bangkok International Trade & Exhibition Centre - Bangkok, Thailand

Petfood Forum Asia is a conference for the Southeast Asia pet food and pet treat market featuring industry experts presenting the latest research and information on pet food trends, pet nutrition, pet food palatability, processing, new product development and more. Petfood Forum Asia is held in conjunction with VICTAM Asia, the largest feed technology exhibition in Southeast Asia.

Petfood Forum – April 27-29, 2020
Kansas City Convention Center - Kansas City, Missouri USA

Petfood Forum is the global industry's unique conference and exhibition focused exclusively on ingredient, nutrition, packaging, processing, food safety, and distribution technologies and innovations in pet food manufacturing. Petfood Forum is conveniently located in the center of the Kansas City Animal Health Corridor, which effectively serves as the hub of the global pet food market.

The conference and exhibition is where pet food professionals and their suppliers, partners and allied companies from throughout the world come together to learn the latest pet food trends, network with industry experts, discover new tools for success and conduct business.

Petfood Innovation Workshop – April 27, 2020
Kansas City Convention Center/KSU-Olathe Food Innovation Accelerator Lab - Kansas City, Missouri USA

Petfood Innovation Workshop is a hands-on educational workshop focused on growth areas of pet food and pet treat manufacturing. Included are academic research presentations combined with creation of new types of pet foods or treats in the workshop sessions, networking opportunities which facilitate business deals, and facility tours.

Petfood Forum China – August 2020
Shanghai New International Expo Centre - Shanghai, China

This one-day educational conference extends the Petfood Forum portfolio of events into the exciting, fast-growing Chinese market. This is the only event of its kind to be held in China specifically for the needs of pet food and pet treat manufacturers. Petfood Forum China is co-located with Pet Fair Asia, a trade fair and expo for branded pet products available through retail and online channels in China.

Petfood R&D Showcase – October 2020
Kansas State University - Manhattan, Kansas USA

Petfood R&D Showcase is an enriching pet food event featuring three days of exclusive networking with leading suppliers, researchers and industry colleagues, plus hands-on scientific presentations and interactive labs. This conference is brought to you by a joint academic-industry partnership between Petfood Forum and the Pet Food Program at Kansas State University.

Petfood Forum Europe – June 2021
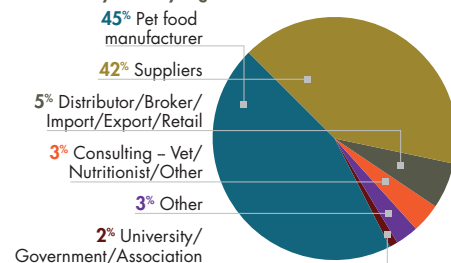Koelnmesse - Cologne, Germany

Petfood Forum Europe is a unique one-day conference that offers industry expertise, knowledge and valuable networking for pet food professionals throughout Europe. The 2021 conference will be held at VICTAM International, the largest feed technology exhibition in Europe.
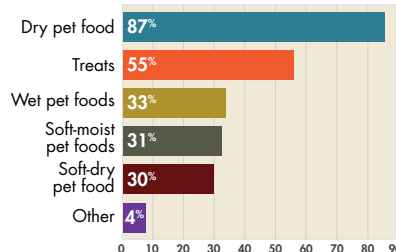
EXHIBITING AT PETFOOD FORUM 2020
April 27-29, 2020

Being visible in a growing industry, engaging your current clients and obtaining new ones has never been more important. Exhibiting at Petfood Forum gives your company valuable presence at the only global conference and exhibition for pet food manufacturing and provides the opportunity to be a part of an expanding base of business. Your company will experience a unique way of reaching decision-makers who come to Petfood Forum year after year to conduct business and learn about new options for quality products and services.

Attendees by industry segment

45% Pet food manufacturer
42% Suppliers
5% Distributor/Broker/Import/Export/Retail
3% Consulting – Vet/Nutritionist/Other
3% Other
2% University/Government/Association

Types of products manufactured or distributed

Product	Percentage
Dry pet food	87%
Treats	55%
Wet pet foods	33%
Soft-moist pet foods	31%
Soft-dry pet food	30%
Other	4%

Why Exhibit?

» Meet face-to-face with key decision-makers, customers and prospects in a learning environment that focuses on pet food manufacturing information and technology

» Connect with more than 3,000 industry professionals that hail from 38 different countries

» Educate your staff and develop ways to grow your business through attendance at many educational sessions, networking events and business meetings all in one location

Petfood Forum's attendees come from around the world
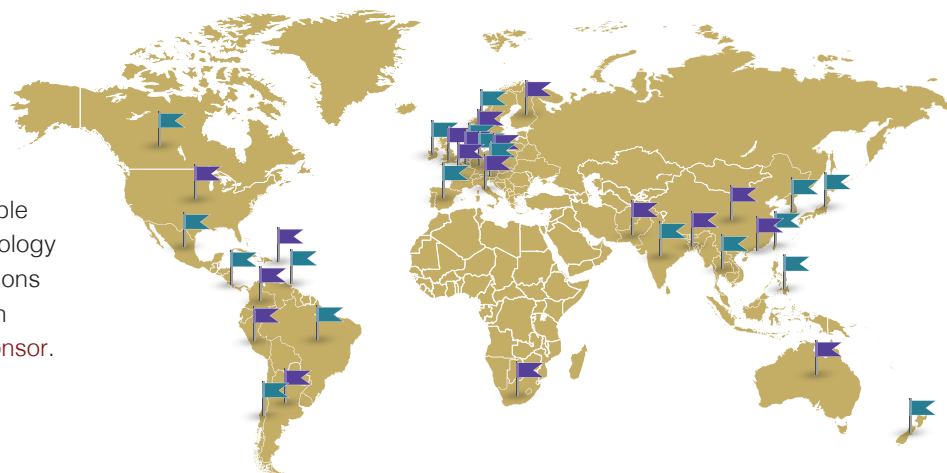
Secure your booth space

Plan to reserve your booth well in advance to ensure the best possible opportunity. You'll join nearly 400 companies presenting their technology and products to pet food and pet treat manufacturers seeking solutions to positively impact their businesses. For further details on the booth application process, visit www.petfoodforumevents.com/exhibit-sponsor.

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2020 PETFOOD FORUM SHOW GUIDE

The Petfood Forum Show Guide is the official event resource of Petfood Forum in Kansas City, MO., USA.

Reach a global audience of influencers and decision-makers with a Corporate Profile in the official Petfood Forum Show Guide. Corporate Profiles provide more detailed information about your company as attendees plan for and attend the only global event focused on pet food manufacturing.

The Petfood Forum Show Guide is distributed to the over 3,000 industry professionals on-site at the event.

SPONSORSHIP OPPORTUNITIES

Maximize your exposure across multiple sponsorship opportunities before, during and after the conference and exhibition. At the same time, your investment directly supports programs and content development, associating your company with high-profile speakers, sessions, events and activities at the show.

Your Petfood Industry Sales Manager can help you implement a comprehensive marketing strategy that meets your objectives for Petfood Forum, including a wide variety of pre-show, onsite and post-show promotional options.

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.

For more information, visit www.petfoodforumevents.com/exhibit-sponsor.

Additional features for the 2020 program:

» Enhanced exhibitor listing with highlighting and bold-type fonts
» Cross-referencing of both your ad and exhibitor profile for easy viewing

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.
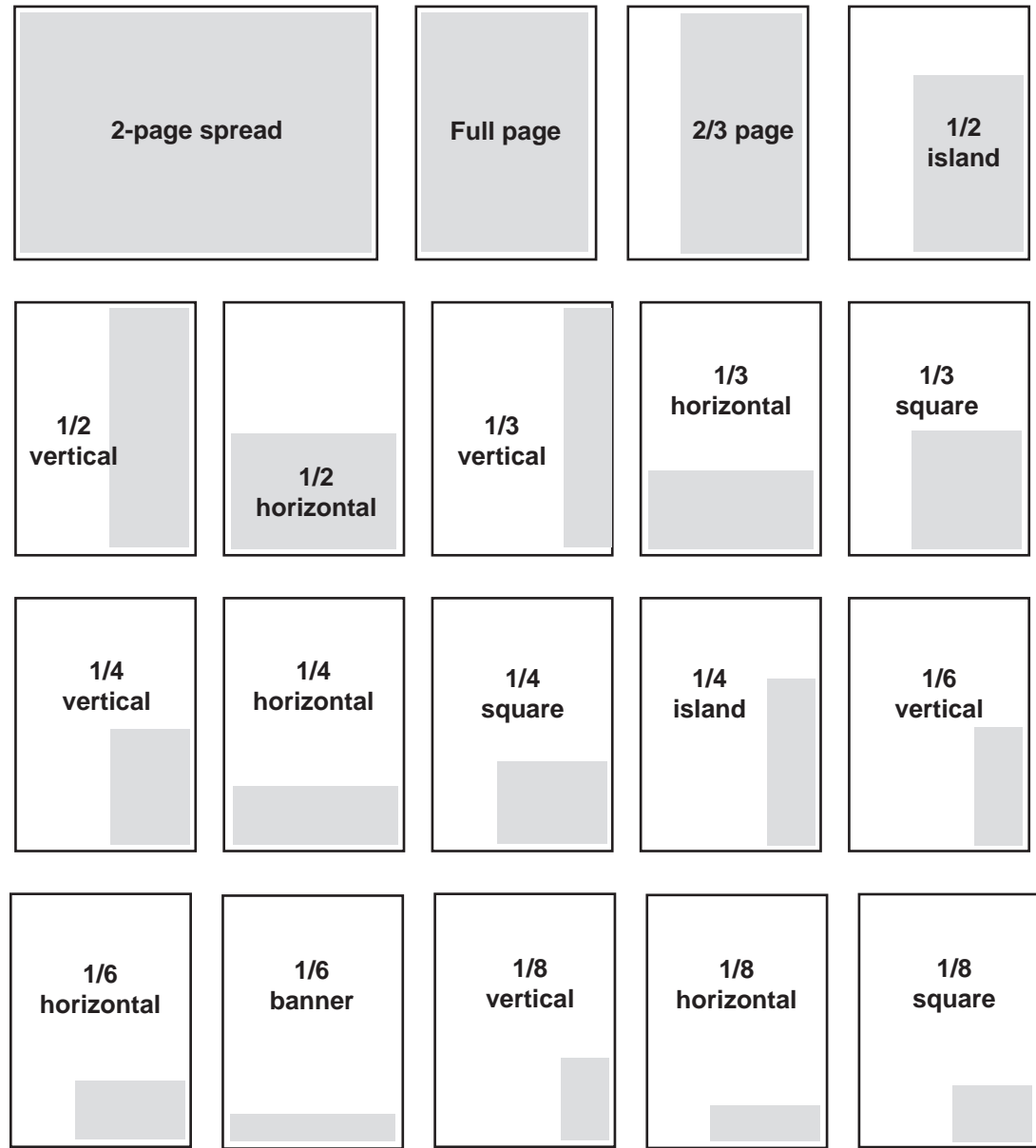
LOGO SPECIFICATIONS

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.

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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.

2-page spread · Full page · 2/3 page · 1/2 island

1/2 vertical · 1/2 horizontal · 1/3 vertical · 1/3 horizontal · 1/3 square

1/4 vertical · 1/4 horizontal · 1/4 square · 1/4 island · 1/6 vertical

1/6 horizontal · 1/6 banner · 1/8 vertical · 1/8 horizontal · 1/8 square

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.
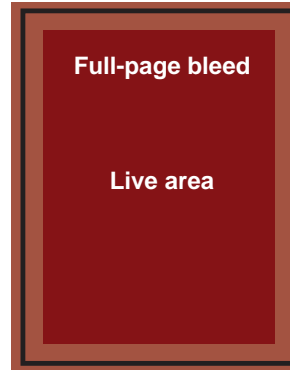
Full-page bleed

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.

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.

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 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.

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.

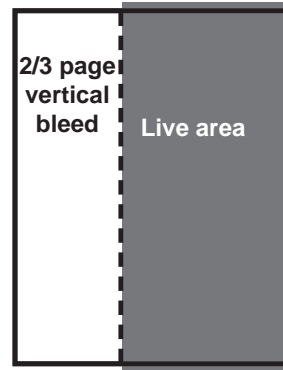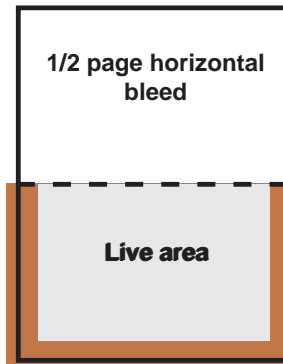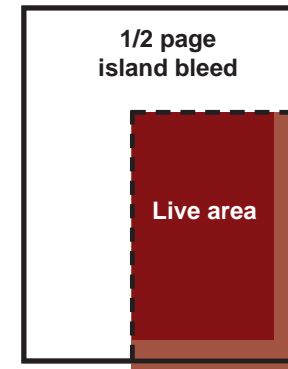■ Avoid placing "live" matter within the half-inch (13mm) gutter area.

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.
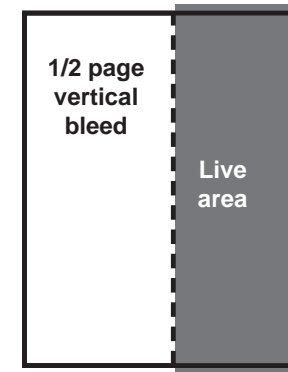
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bleed — .125" (3mm) on all four sides

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)

Where the **Global Pet Food Industry** does business

PETFOOD FORUM

Save the dates
April 27-29, 2020
Kansas City, Missouri

"ONE OF THE MOST VALUABLE INVESTMENTS I'VE MADE TO CONNECT WITH OTHERS who are on the forefront of the industry and develop the key relationships in my working circle today."

Presented By:
PetfoodIndustry® **WATT** GLOBAL MEDIA

EARLY BIRD REGISTRATION OPENS SEPTEMBER 2019
Learn more at: PetfoodForumEvents.com

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 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). Please indicate artwork as front or back when files are submitted.

» Specs for each of the 2 PDFs are: Color must be CMYK
   Width: 7.375" wide (188mm)
   Height: 5" tall (127mm)

» Background color may fill the entire document; "live art" must remain .25" (6mm) from the edges of the document.

» No crop marks or extra bleed is required, as the materials are built to size and will not be printed.

» Resolution must be between 150 and 300 dpi.

» Please supply a URL link for the blow-in banner.

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-INS

» Digital blow-ins are 2-sided, and will require a PDF for each side. The submitted PDFs will flip back and forth (much like a printed page). If only one PDF is submitted, it will appear as both the front and back sides of the blow-in.

» Specs for each of the 2 PDFs are 6" wide by 4.5" tall (152mm by 114mm). Color must be CMYK. No crop marks or extra bleed is required, as the materials are built to size and will not be printed.

» Resolution must be between 150 and 300 dpi.

» Please supply a URL link for the blow-in banner.

DIGITAL COVER TIP 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: Color must be CMYK.
   Width: 7.625" wide (194mm)
   Height: 10.25" tall (260mm) maximum

» 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.

WATT GLOBAL MEDIA

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
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 AND PETFOOD FORUM POST-SHOW NEWSLETTER
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.

WATT GLOBAL MEDIA

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