

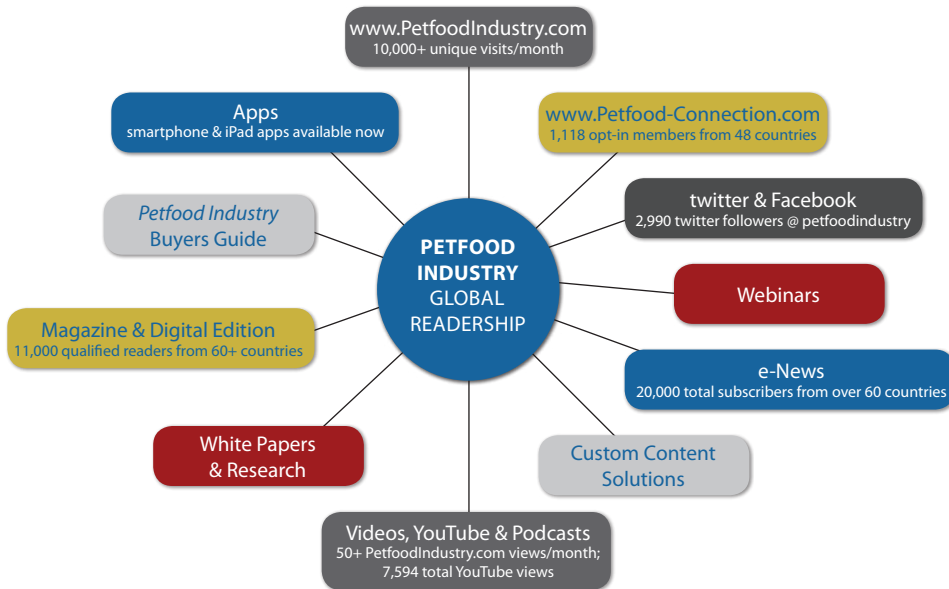
**WATT**



**PETFOOD INDUSTRY**  
MEDIA GUIDE 2012

# MEDIA SUMMARY

## PETFOOD INDUSTRY



### 2012 *Petfood Industry* Media Summary

Using a fully-integrated portfolio of print and digital products, *Petfood Industry* customizes media plans to meet your marketing and communication needs.

Our products provide knowledge and solutions to the petfood industry and empower marketers to distribute their messages to a highly targeted audience.

With nearly 28,000 readers, viewers, listeners and live event attendees spanning the globe, *Petfood Industry*, PetfoodIndustry.com and Petfood Forum provide content and platforms that bring buyers and sellers together.

**USING THE FOLLOWING PORTFOLIO *PETFOOD INDUSTRY* WILL CUSTOMIZE MEDIA PLANS TO MEET YOUR MARKETING AND COMMUNICATION NEEDS.**

#### IN-PRINT

> *Petfood Industry* magazine

#### ONLINE

- > www.PetfoodIndustry.com
- > www.Petfood-Connection.com
- > *Petfood Industry* e-News
- > *Petfood Industry* Nutrition News
- > *Petfood Industry* Custom Content Solutions
- > Custom research and database development
- > Webinars, videos, podcasts and white papers

#### EVENTS

- > Petfood Forum USA
- > Petfood Workshop
- > Petfood Forum Asia
- > Petfood Forum Europe

Stay connected to *Petfood Industry*:



facebook.com/  
PetfoodConnection



youtube.com/  
PetFoodIndustryTV



twitter.com/  
PetfoodIndustry



petfood-connection.com



**DEBBIE  
PHILLIPS-DONALDSON**  
Editor-in-chief

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Debbie Phillips-Donaldson directs all content for *Petfood Industry*, *Petfood Forum* and related media and publications. She has been in the pet industry for 18 years. Previously she worked for 14 years at pet publisher BowTie Inc. and for six years as editor of *Quality Progress* magazine. She is a graduate of Southern Illinois University with a BA in Journalism.



**JESSICA TAYLOR**  
Managing Editor

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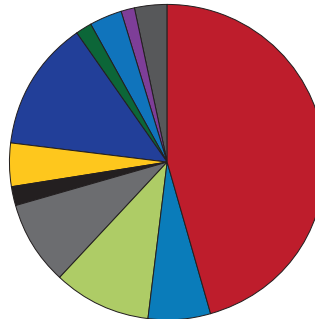
Jessica Taylor writes and edits *Petfood Industry*; helps plan, organize and moderate events like Virtual *Petfood Forum*, *Petfood Forum* and *Petfood Workshop*; and will be celebrating her 5th year in the industry in April 2012. She previously was an editor and columnist for *Idiot Ego*, interviewed and promoted bands for *Cassette Deck Media Conglomerate*, and currently writes and performs sketch comedy. She is a graduate of Columbia College Chicago with a BFA in Fiction and Professional Writing.



*Petfood Industry* magazine is the leading global information source for petfood manufacturing executives, managers and other industry professionals. *Petfood Industry* connects petfood manufacturing organizations with their supplier partners through the print publication, related digital properties and annual in-person events.

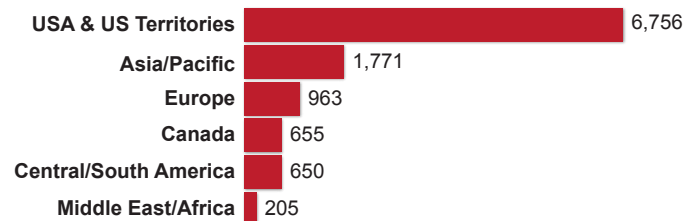
[www.PetfoodIndustry-digital.com](http://www.PetfoodIndustry-digital.com)

### PRIMARY BUSINESS AND INDUSTRY PROFILE



- Petfood Manufacturer: 45.8%
- Petfood Marketer: 6.3%
- Petfood Distributor/Broker: 9.9%
- Retail Outlet/Manager Private Label: 8.6%
- Petfood Buyers: 2.1%
- Importer/Exporter of Petfood: 4.4%
- Consultants: 13.2%
- Nutritionists: 1.9%
- Government: 3.1%
- University: 1.5%
- Suppliers to the Industry: 3.2%

### GEOGRAPHICAL BREAKDOWN



**TOTAL READERSHIP: 11,000**

# EDITORIAL CALENDAR/ADVERTISING RATES

PETFOOD INDUSTRY

	january	february	march	april	may	june
<b>THE PETFOOD MARKET</b>	Top global petfood companies--with even more data online <b>Plus:</b> Guide to Petfood Forum Asia 2012	Open innovation: ways to jumpstart your new product development <b>Plus:</b> Petfood Forum/Petfood Workshop 2012 preview	Petfood Forum/Petfood Workshop 2012 Show Guide <b>Plus:</b> Retail update--the best channels for your products	How promoting the benefits of pet ownership can boost your marketing & sales <b>Plus:</b> EU regulatory update	Marketing to the veterinary channel (should you try?)	Paws for a cause: working with petfood banks and animal shelters
<b>NUTRITION &amp; INGREDIENTS</b>	New ingredients, products and technologies for satiety and weight control in pets	Formulation battles: science vs. marketing	Vitamins and minerals: latest research on excesses and deficiencies	Effects of processing on nutrition	Update: nutrition for senior pets	Latest research on prebiotics and probiotics
<b>SAFETY, PACKAGING &amp; PRODUCTION</b>	FSMA update: new safety regulations in place or on the near horizon	Ensuring efficiency and safety in shipping and distribution of your products	Safe packaging: tools, technologies and tips to promote shelf life and protect petfoods	How polymer science can improve petfood production	Improving safety through plant design, set-up or retrofits	Design trends in petfood packaging
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>	IPE/IFE, AFIA Pet Food Conference, Petfood Forum Asia 2012	Petfood Forum Asia 2012	Petfood Forum and Petfood Workshop 2012	Petfood Forum and Petfood Workshop 2012		
<b>SPACE CLOSING</b>	Dec 5, 2011	Jan 10, 2012	Feb 7, 2012	Mar 7, 2012	Apr 11, 2012	May 7, 2012

## ADVERTISING RATES

*All rates are in gross U.S. dollars. All rates include full color.*

4-Color	1x	3x	6x	9x	12x
<b>2 Page Spread</b>	\$10,610	\$10,310	\$9,825	\$9,360	\$8,735
<b>Full Page</b>	\$6,630	\$6,445	\$6,145	\$5,850	\$5,460
<b>2/3 Page</b>	\$5,025	\$4,890	\$4,630	\$4,385	\$4,070
<b>1/2 Page</b>	\$4,110	\$3,980	\$3,780	\$3,600	\$3,340
<b>1/3 Page</b>	\$2,715	\$2,665	\$2,525	\$2,400	\$2,225
<b>1/4 Page</b>	\$2,260	\$2,180	\$2,075	\$1,961	\$1,830
<b>1/6 Page</b>	\$1,630	\$1,575	\$1,490	\$1,425	\$1,320
<b>1/8 Page</b>	\$1,180	\$1,145	\$1,075	\$1,030	\$955

Pre-printed inserts available, contact us for a quote.

**Cover Premiums** 2nd Cover = \$775, 3rd Cover = \$450, 4th Cover = \$1,020

**MARKETPLACE RATES:** B/W rates per column inch (2.5cm)

Spot color \$40 extra (red, blue, yellow only)

<b>Per Inch</b>	\$195	\$185	\$180	\$175	\$170
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## OTHER OPTIONS

<b>Special Position</b>	<b>\$400</b>
<b>Tipping/Binding</b>	<b>\$715</b>
<b>Back-up</b>	<b>\$1,445</b>
<b>Metallic PMS Color</b>	<b>\$960</b>
<b>Non-metallic PMS</b>	<b>\$785</b>

# EDITORIAL CALENDAR/WEBSITES

## PETFOOD INDUSTRY

	july	august	september	october	november	december
<b>THE PETFOOD MARKET</b>	'Green' petfood: the latest sustainable ingredients and products	Annual reference issue and buyers guide <b>Plus:</b> State of the industry, Global petfood market update by region	Human food trends – what can petfood marketers learn? <b>Plus:</b> Celebrity-endorsed & branded petfoods – where are they now?	Animal nutraceuticals and supplement market (and its link to petfood)	New frontiers: nanotechnology and other breakthroughs for petfood <b>Plus:</b> Stars and unsung heroes in petfood	New product trends for birds and small mammals
<b>NUTRITION &amp; INGREDIENTS</b>	Update on antioxidants and other ways to aid shelf life		How palatants can work with other ingredients	Latest protein sources (animal and plant)	The latest on nutrigenomics	All-breed vs. breed-specific diets for dogs
<b>SAFETY, PACKAGING &amp; PRODUCTION</b>	HACCP lessons--how to improve your risk prevention program		The latest packaging materials, products, technologies	BRC, GFSI, ISO, SQF: deciphering the safety certification alphabet soup	New technologies and techniques for microbial detection	Saving energy in extrusion, drying and cooling
<b>BONUS DISTRIBUTION/VALUE-ADDED*</b>		Directory listing/logo	Pet Food Institute Annual Meeting Signet Ad Effect Study			
<b>SPACE CLOSING</b>	Jun 6, 2012	Jul 9, 2012	Aug 8, 2012	Sep 5, 2012	Oct 10, 2012	Nov 7, 2012

\* Contact your *Petfood Industry* sales professional to find out if you qualify for these value-added bonus opportunities. NOTE: All content subject to change.

Petfood Forum is the premier, exclusive brand of events for the worldwide petfood industry offering professionals the latest information and knowledge from leading petfood industry experts. Petfood Forum and Workshop in the U.S. are held annually in Schaumburg, Ill., just minutes from O'Hare International Airport, while Petfood Forum Europe and Asia events are held in conjunction with Victam International and Victam Asia respectively.

Petfood Forum events give your company the opportunity to get up-close and personal with key decision-makers involved in the rapidly growing petfood manufacturing market. You can network on the trade show floor, pitch your organization's products at executive receptions, and participate in educational discussions, roundtables and workshops.



#### **February 16, 2012 | Bangkok International Trade & Exhibition Centre**

Join petfood professionals and peers from Asia and throughout the world at the third edition of Petfood Forum Asia. This exclusive event on February 16, held in conjunction with Victam Asia 2012, brings you expert content about pet nutrition, petfood processing, safety, marketing and other important topics – along with the opportunity to network with your favorite colleagues as well as new connections. Plus, you can visit with key industry suppliers exhibiting with Victam. Petfood Forum Asia 2012 will be at a new venue, the beautiful Bangkok International Trade & Exhibition Centre.



#### **April 2-4, 2012 | Renaissance Schaumburg Convention Center Hotel**

Make plans for the 20th edition of Petfood Forum, the premier and exclusive event for the global petfood industry. Join 1,200+ industry colleagues and peers in two intensive days of learning, networking and celebrating the successes of our industry. As the petfood industry has continued to grow over the past 10-15 years, so has Petfood Forum. So for 2012, the event will return to the beautiful Renaissance Schaumburg Convention Center Hotel with an even larger exhibit hall and more space for conference sessions, receptions and other networking opportunities.

#### **Exhibit at Petfood Forum 2012**

This is the only event in the petfood industry focused on manufacturing petfood and treats, a market that is rapidly expanding with the growing significance of the human-pet relationship. At this unique annual event, your company has the opportunity to meet face-to-face with petfood manufacturing executives involved in all aspects of product development, formulation, marketing, production and distribution. You'll also connect with petfood buyers, distributors and key industry veterinarians. Don't miss your chance to get up-close and personal with key decision-makers involved in the rapidly growing petfood manufacturing market.

Booth space is limited in the exhibit hall. Reserve your exhibit booth now ensure the best booth location. You'll join over 180 companies presenting their information and products to petfood manufacturers. Contact Karen Blandford-Anderson at [kblandford-anderson@wattnet.net](mailto:kblandford-anderson@wattnet.net) for details.

# LIVE EVENTS/eLEARNING

PETFOOD INDUSTRY



## April 4-5, 2012 | Renaissance Schaumburg Convention Center Hotel

Immediately following Petfood Forum 2012, Petfood Workshop focuses on new product development. New products have been a driving force behind the petfood industry's continual growth, but new product development requires much more than a good idea. In this interactive seminar, you will learn from experts on how to successfully bring a new petfood product to market, including screening ideas, developing and testing concepts, conducting market and business analyses and testing, pricing, promotion and much more.



## WATT eLEARNING, POWERED BY PETFOOD INDUSTRY

WATT eLearning is the online educational portal for professionals in the petfood industry, developed by *Petfood Industry* magazine and Petfood Forum, the industry's leading educational event. The eLearning catalog provides convenient 24-hour access to course materials and other resources.

### WATT eLearning Catalog

The WATT eLearning Catalog provides professionals with convenient 24-hour access to topic-specific seminars and courses. These on-demand sessions can be viewed from any smart phone or computer with Internet access. Browse the eLearning catalog at [www.WATTeLearning.com](http://www.WATTeLearning.com) for more information.

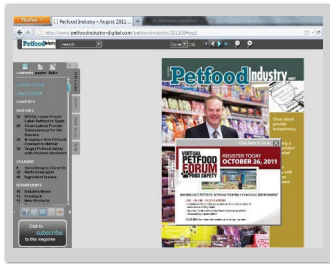
### Teach with Us

Subject Matter experts in petfood manufacturing are needed for the following courses of expertise to work with WATT development team in developing adult learning courses offered to the WATT Business-to-Business (B-2-B) eLearning audiences:

- Nutrition and Ingredients
- Safety and Regulatory
- New Product Development
- Marketing
- Processing and Packaging

Course materials include design of course objectives, course content, and self-assessment tests. Books, manuals or technical documents may supplement the course materials. Short courses may be designed for non-credit certificates, conference and workshops, courses for professionals and professional development courses.

If you are interested in contributing your teaching talents, educational presentations, or other learning resources, please contact Christina Kamer, Ed.D., at [wattelearning@wattnet.net](mailto:wattelearning@wattnet.net).



### DIGITAL BLOW-IN ADS

As an increasing number of professionals in petfood manufacturing choose to consume their information through digital channels, *Petfood Industry* provides a comprehensive and qualified audience of subscribers who receive their monthly publications via email.

Every issue of *Petfood Industry* is published digitally and distributed electronically to ensure timely global delivery. Advertisers can supplement their print campaigns to capture the attention of decision-makers through various branding and lead generation programs in the digital editions.

A digital blow-in ad is inserted into all magazines that are emailed to digital subscribers. The blow-in ad also appears on the digital editions that can be accessed through [www.PetfoodIndustry.com](http://www.PetfoodIndustry.com). In the digital world, this equates to having an ad on the front cover of a magazine and is sure to stand out and give your brand a lasting impression among a highly qualified audience.

Your ad will remain in that month's digital edition for up to one year as readers search archived issues. The blow-in ad can be linked to any URL on your website. Complete ad statistics, open rates and analysis are provided.

Cost is \$1,100 per issue with one spot available for each month's issue. Ad size is 320w x 240h and a maximum file size of 130k



### E-MARKETING PROGRAMS

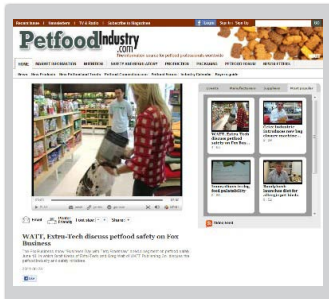
Email Marketing announcements are customized e-Blast messages that are emailed to a targeted audience to announce a new product, new announcement, supplier event, etc. If you want to own the spotlight and send your message to your target market, an email blast is an excellent way to capture the attention of your audience.

e-Marketing announcements include a custom layout and assistance with graphic design as needed. We ensure delivery of your message by creating both an HTML and a text-only version of the email (for audience members who cannot view HTML graphics).

Once the e-Blast has been deployed and the audience has been given ample time to open the message, you will be provided with complete program statistics, open rates and analysis.

Rates are \$2,500 per e-Blast. Additional costs may be incurred for graphic design services.





### VIDEOS/AUDIO PODCASTS

Present your company as an unbiased solution provider and industry expert with videos and/or audio podcasts. Educating the market about your products and services is easy when you repurpose your existing videos and audio podcasts into educational content for customers on PetfoodIndustry.com.

Videos or audio podcasts include the following:

- Hosting of video or podcast on PetfoodIndustry.com
- Sponsored link to video or audio podcast on PetfoodIndustry.com and in appropriate e-Newsletters
- Database of viewer downloads for lead generation

Contact your sales professional for pricing information.

### WEBINARS

Influence, engage, and generate leads with a one-hour sole-sponsorship, educational webinar. *Petfood Industry* will create a compelling custom webinar that delivers your educational content, solutions and branding message to a targeted audience. A growing number of executives and decision-makers are looking for an inexpensive and convenient way to stay up-to-date on relevant industry topics and current trends.

Audio, video, slide presentation, polling questions and Q&A sessions give attendees an interactive communication experience, much like that of a live event.

Custom Webinars include the following:

- Customized promotional digital marketing campaign (designed and sent out to drive awareness and audience registration)
- Overall content development of online presentation (including PowerPoint slides designed with video or product demo capabilities available)
- Increased exposure through webinar archive for on-demand viewing by your customers
- Detailed demographic report of all registrants and attendees

Rates for a custom webinar range from \$8,000 to \$15,000 each based on length, type of content and frequency. Discounts are also available for print and online advertisers.

Contact your sales professional for more details.



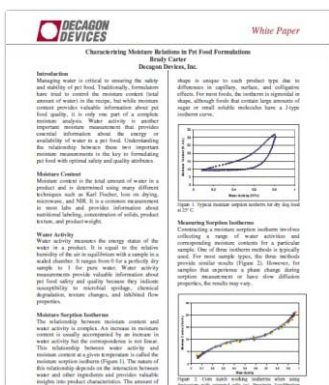
### WHITE PAPERS

White paper programs are a highly effective lead generation and marketing tool. By providing technical information and targeted solutions to pressing technology and product issues, you'll present your company as an unbiased solution provider and industry expert.

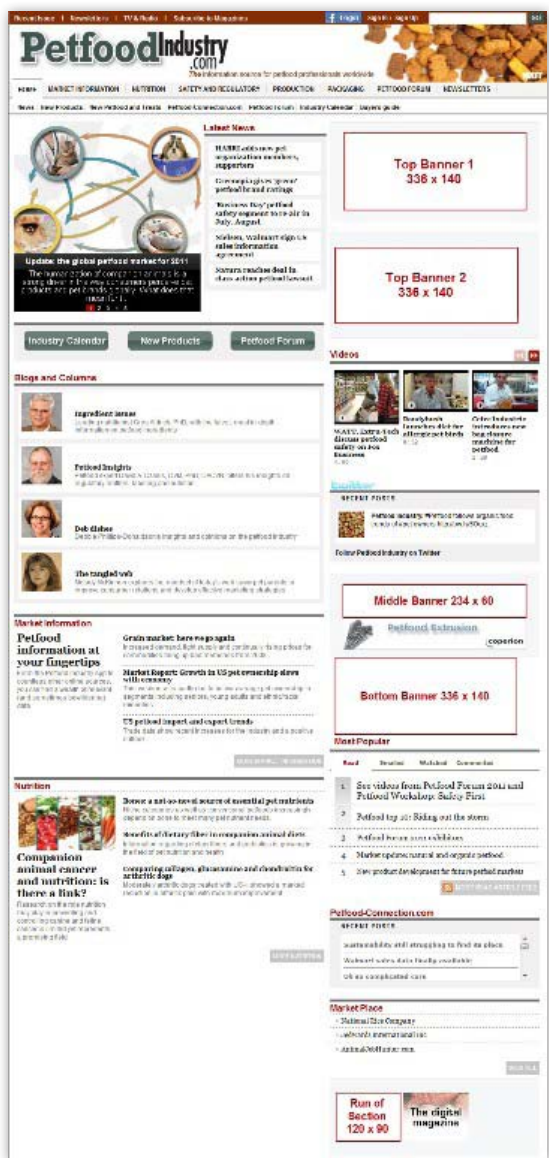
This program includes the posting of the white paper on PetfoodIndustry.com and a text ad on appropriate e-newsletters to drive awareness to the white paper for downloading. A database of user downloads for lead generation is provided each month of the program.

Submit a paper your company has already published, or *Petfood Industry's* Editorial and Content Marketing Teams can help you prepare one.

Rates range between \$900 to \$2,400 per month based on length, if you provide content or we write it, and the volume. Discounts are also available for print and online advertisers.



PetfoodIndustry.com is the most comprehensive information source for petfood industry professionals worldwide. This unique online community gives petfood professionals the tools to quickly and easily access extensive information, seek industry expertise and develop fresh perspectives.



## KEY WEBSITE STATISTICS

- Average of 10,800 unique visitors per month
- More than 43,000 page views per month, a 16% increase year-over-year
- 15% increase in repeat site visits year-over-year

## RATES & DETAILS

**6 SECTIONS OFFERED** (Home Page, Market Information, Nutrition, Safety, Production and Packaging) All banners sold as 'run-of-section.' Choose your banner location from the list below.

**Top Banner 1:** (2) ad spaces available

\$1,860 per month, per section • 336w x 140h with 130k maximum file size

**NEW! Top Banner 2:** (2) ad spaces available

\$1,860 per month, per section • 336w x 140h with 130k maximum file size

**Middle Banner:** (4) ad spaces available

\$1,250 per month, per section • 336w x 60h with a 130k maximum file size

**Bottom Banner:** (2) ad spaces available

\$1,250 per month, per section • 336w x 140h with a 130k maximum file size

**Run of Section Banner:** (6) ad spaces available

\$500 per month, per section • 120w x 90h with a 130k maximum file size

NOTE: Volume discounts and combination rates with print advertising programs are available. Prices are per month and sold on a "first come, first served" basis. Call your sales professional for more details.

## Exclusive Opportunity - Welcome Ad

(also referred to as a 'prestitial' or 'road block' ad)

This premier position guarantees every individual who visits www.PetfoodIndustry.com will see your message. With your Welcome Ad in front of the viewer for approximately 10 seconds before they enter the site, your company's name and message will leave an indelible impression on over 10,000 key industry professionals each month.

**Welcome Ad:** (1) ad space available

\$1,000 per week or \$3,000 per month

Ad size is 300w x 250h and file size is 40k initial load and 100k polite load. .gif and .jpg files only; no .swf files or audio files permitted.



*Petfood Industry* offers a full range of marketing services that leverage our industry and publishing expertise. We work closely with clients to analyze their business needs and develop strategic marketing solutions to realize their goals. Our services cover everything from creating a simple print ad to complete marketing communications programs.

## CONSULTING

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*Petfood Industry* Advisory Group

*Petfood Industry* Advisory Group links you directly to the professionals who can address your concerns and keep your business moving forward. We provide services related to all aspects of the petfood manufacturing business including branding and marketing to label registration, logistics and more.

*Petfood Industry* Advisory Group provides clients with:

- Expertise in key niche areas.
- Assessment of your business as an integrated, cohesive whole.
- Recommendations that will generate a substantial and lasting financial impact.

*Petfood Industry* Advisory group offers services related to all aspects of the business to include, but not limited to:

- Nutrition
- Business development
- Energy savings
- Marketing
- Logistics
- and more...

## RESEARCH

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*Petfood Industry* covers your market with access to highly engaged audiences in the petfood and pet treat industries across the globe. We provide valuable insight and guidance, whether you need to more deeply understand your audience, build your brand, determine your company's current brand awareness, expand into new markets, test product concepts or refine your strategic plans.

*Petfood Industry* adheres to the highest standards in primary business-to-business research. In addition to editorial and strategic research supporting *Petfood Industry* magazine, we conduct custom proprietary research for service providers and manufacturers in the petfood, poultry and feed markets.

Our team of highly accredited research experts can customize a study designed to address your specific objectives and needs. Each project begins with a consultative intake of your goals, immersion into your target audiences and discussion of how the data will be used (and by whom). We then develop a research methodology designed to turn data into insights.

*Petfood Industry* will manage all phases of your research project including:

- Research design and methodology
- Sampling
- Survey development and programming
- Hosting and deployment
- Statistical analysis
- Modeling
- Custom reports

## CUSTOM CONTENT

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In today's highly competitive marketplace, more business-to-business marketers and agencies are taking control of their most valued assets – customer relationships – by connecting one-on-one with past, present and future customers through custom media and creative integrated marketing solutions.

By tailoring your message in a controlled and targeted medium, you can strengthen engagement, activation and customer intimacy. Spending on custom media has risen by more than 25% annually over the past several years. Why? Because it works. In fact, buyers are hungrier than ever for good ideas presented in an objective way that target their specific needs.

*Petfood Industry* specializes in connecting organizations with their target market through a variety of different product lines in custom media including but not limited to:

- Custom magazines
- White papers
- Custom e-Newsletters
- Advertorials
- Case studies
- Custom webinars
- Round table events
- Educational symposiums
- Virtual events
- Video, podcasts and blogs
- Social media strategy

## CREATIVE SERVICES

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*Petfood Industry* Creative Services provides guidance and support through the creative design process, from concept through layout to final approval.

Creative Services include, but are not limited to:

- Print ads
- Online banners
- email templates
- Custom content

# PRINT SPECIFICATIONS

PETFOOD INDUSTRY

## SPECIFICATIONS

Please provide ad materials in the following format:

**Acrobat:** .pdf (PDF/x-1a or distilled with Press Quality job settings)

**Illustrator:** .eps (fonts outlined and images embedded)

**Photoshop:** .eps or .tif

All images MUST be high 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 File modifications:

If supplied digital files require additional work, charges over \$15 will be billed to the advertiser.

### Acceptable Media:

FTP, CD, email (up to 8Mb) or cloud file sharing service (e.g., Dropbox, YouSendIt) — see below

### Proofs:

Proofs are preferred, but MUST be supplied with all color critical ads. Progressive proofs, matchprints, Cromalins, etc. are acceptable.

Identify "For Position Only" by clearly labeling

### Full Page ads:

- All images and text should be .25" from trim
- Supply .125" beyond trim for bleed images
- Live area for a full page with bleed is 7.375" x 10"

### RATES:

Integrated marketing program pricing, customized to your objectives, are available from the publisher or your marketing/sales professional.

### Classified:

For classified ads call Ginny Stadel at: Tel: +1.815.966.5591  
Fax +1.815.968.0941 | [gstadel@wattnet.net](mailto:gstadel@wattnet.net)

WE CANNOT ACCEPT FILES FROM THE FOLLOWING PROGRAMS:

- Microsoft Word
- Microsoft Publisher or Power Point
- Crude paint programs (Paint or MacPaint)
- Spreadsheet database (i.e. Excel)

Send only files containing high resolution images

AD SIZES	Inches width x depth	Millimeters width x depth
<b>2 page spread</b>	15.25 x 10	388 x 254
<b>Full page</b>	7.375 x 10	188 x 254
<b>2/3 Page - 2 columns</b>	4.5 x 10	114 x 254
<b>1/2 Page</b>		
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
<b>1/3 Page</b>		
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
<b>1/4 Page</b>		
Horizontal - 3 columns	7.375 x 2.625	188 x 67
Square - 2 columns	4.5 x 3.625	114 x 94
Vertical - 1/2 page	3.375 x 4.625	86 x 118
<b>1/6 Page</b>		
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
<b>1/8 Page</b>		
Horizontal - 2 columns	4.5 x 1.875	114 x 47
Square - 1/2 page	3.375 x 2.25	86 x 58
Vertical - 1 column	2.125 x 3.625	54 x 92

### BLEED AD SIZES

<b>Spread</b>	16 x 10.75	406 x 274
<b>Full page</b>	8.125 x 10.75	207 x 274
<b>2/3 Page - 2 columns</b>	5 x 10.75	127 x 274
<b>1/2 Page</b>		
Horizontal - 3 columns	8.125 x 5.25	207 x 133
Island - 2 columns	5 x 8	127 x 203
Vertical - 1/2 page	3.875 x 10.75	99 x 274

**Bleed or Oversize:** No extra charge for bleed. Bleed not acceptable on less than a 1/2 page. Keep all live area material a minimum .5" (13mm) away from edges (trim size 7.875" x 10.5" or 200mm x 267mm).

### SEND PRINT FILES TO

#### WATT Publishing

Attn: Production Department  
303 N. Main St. Ste. 500  
Rockford, IL 61101 USA

#### E-mail:

[ads@wattnet.net](mailto:ads@wattnet.net)

#### FTP:

<ftp://ads.wattnet.net>

Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)

## WEB SITE BANNERS

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### Banner sizes (in pixels)

- **Welcome Banner:** 640w x 480h, no rotations
- **Top Banner:** 336w x 140h, (2) rotations
- **Middle Banner:** 336w x 60h, no rotations
- **Bottom Banner:** 336w x 140h, (2) rotations
- **Button:** 120w x 90h, no rotations

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (exported in versions 6.0-9.0, uses action script of 2.0 or higher, employs a ClickTag within the action sequence)

## e-NEWS BANNERS

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### Banner sizes (in pixels)

- 234w x 60h is an acceptable size for creative

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif (animated .gif files are accepted, but will not display in Outlook 2007)

## DIGITAL EDITION BLOW-IN ADS

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### Banner size (in pixels):

- 320w x 240h is an acceptable size for creative

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif
- .swf (WATT can convert the entire ad area into a hyperlink. If the client wishes to have only specific area(s) of the ad hyperlinked, he/she must embed the link(s) and conduct tracking)

## DIGITAL EDITION BANNER ADS

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### Banner size (in pixels):

- Table of contents: 163w x 163h, no rotations
- Navigation bar: 175w x 35h, no rotations

Please provide digital ad materials in the following format (maximum file size 130K):

- .jpg
- .gif

## CUSTOM E-MAIL CAMPAIGNS

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### Finished HTML

- The HTML must be submitted as a file with an .html extension.
- The HTML file should be sent as an attachment to avoid erroneous code that may be added when forwarding.
- Images not hosted by the client need to be provided separately in a zip file with other pieces of associated content.
- It is strongly recommended that the HTML be written using basic HTML in-line styles. Internal CSS style sheets are not universally rendered across the wide variety of e-mail providers.

**If completed HTML cannot be provided,** WATT is able to create a basic HTML design. E-mail campaign material creation at this level may incur fees in addition to the cost of the send.

The following must be supplied by the client before the basic HTML design can be started:

- **Header Banner:** 600-650w x 200-250h, .gif or .jpg format (under 130K)
- **Body of Text:** selectable format (i.e. .pdf, .doc or e-mail) in which text can be copied and pasted into the necessary file format.
- **Additional Images (2-3):** 100-200w x 100-200h, .gif or .jpg format (under 130K)

## DIGITAL VIDEOS

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### Video Size:

- 4:3 aspect ratio

Please provide digital ad materials in the following format (maximum file size 1GB):

- FLV or H.264 (mobile display)

## SEND DIGITAL FILES TO

### E-mail:

RDunlavy@wattnet.net  
MMichelkamp@wattnet.net

### FTP:

ftp://ads.wattnet.net  
Login: Watt\ftp | Password: WattMM303

(Please contact your WATT sales professional when you upload a file to ensure prompt production.)

# SALES REPRESENTATIVES

PETFOOD INDUSTRY

## US/CANADA SALES



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**KAREN BLANDFORD-ANDERSON**  
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## INTERNATIONAL SALES



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