



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 on the page of your choice 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.

Based on availability, your digital blow-in ad can be placed on the magazine cover, table of contents or on an article that is pertinent to your company's product or service. We can help you choose the best location to 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.

2013 RATES & DETAILS

Cost is \$1,250 per issue with one spot available for each month's issue.
320w x 240h, maximum file size of 130k