



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 www.PetfoodIndustry.com.

VIDEOS OR AUDIO PODCASTS INCLUDE THE FOLLOWING:

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

2013 RATES & DETAILS

Contact your WATT sales professional for pricing information.

The screenshot displays the PetfoodIndustry.com website interface. At the top, there are navigation links for 'Recent Issues', 'Newsletters', 'Petfood Forum', and 'Subscribe to Magazine'. The main header features the 'PetfoodIndustry.com' logo and a navigation menu with categories: HOME, MARKET INFORMATION, NUTRITION, SAFETY, PRODUCTION, and PACKAGING. Below the header, there are sub-links for 'News', 'Products', 'Petfood and Treats', 'Petfood-Connection.com', 'Industry Calendar', and 'Buyer's Guide'. The central content area features a video player with a 'Play Video' button and a title: 'Document all potential petfood safety hazards to manage risk'. To the right of the video player is a 'Video Feed' section with four video thumbnails and their titles: 'Document all potential petfood safety hazards to manage risk', 'How to overcome negative perceptions in the petfood...', 'Functional petfood ingredients enhance pet well-being...', and 'Tips to reach US petfood market segments'. Below the video player, there is a section for the article 'Document all potential petfood safety hazards to manage risk', which includes a brief description, a date of '2012-10-22', and social media sharing options. At the bottom of the page, there is a 'Related Content' section with a search bar and several article snippets, and a footer with links for 'Create or Maintain an account', 'Events', 'Newsletters', and 'Nutrition Courses'.