



## WATT PoultryUSA

WATT PoultryUSA is the only resource focused on the entire domestic integrated poultry market, delivering relevant and timely information to industry professionals across the poultry supply chain. WATT PoultryUSA uniquely covers the U.S. broiler and turkey markets from a global point of view while providing readers in the U.S. with a comprehensive, forward-looking perspective.

WATT PoultryUSA is published in both print and digital editions.  
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### 2013 EDITORIAL CALENDAR

	january	february	march	april	may	june
<b>TOPICS</b>	Poultry Nutrition	Live Production, Processing, Further Processing	Top Poultry Companies, Midwest Poultry Convention Preview	Processing, Further Processing, Live Production	Further Processing, Processing, Live Production	Poultry Food Safety
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	IPPE		Midwest Poultry Convention	Signet AdEffect Study		
<b>SPACE CLOSING</b>	Nov 29, 2012	Jan 7, 2013	Feb 1, 2013	Mar 4, 2013	Apr 3, 2013	May 6, 2013
<b>MATERIAL DEADLINE</b>	Dec 6, 2012	Jan 14, 2013	Feb 8, 2013	Mar 11, 2013	Apr 10, 2013	May 13, 2013

  

	july	august	september	october	november	december
<b>TOPICS</b>	Who's Who in the Egg & Poultry Industries	Live Production, Processing, Further Processing	Processing, Further Processing, Live Production	Poultry Health	Further Processing, Processing, Live Production	Int'l Production & Processing Expo Preview
<b>BONUS DISTRIBUTION /VALUE ADDED*</b>	Directory listing/logo		National Chicken Council			IPPE
<b>SPACE CLOSING</b>	May 31, 2013	Jul 3, 2013	Aug 5, 2013	Sep 3, 2013	Oct 2, 2013	Oct 29, 2013
<b>MATERIAL DEADLINE</b>	Jun 7, 2013	Jul 11, 2013	Aug 12, 2013	Sep 10, 2013	Oct 9, 2013	Nov 5, 2013

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

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### MARKETPLACE RATES

B/W rates per column inch (2.5cm)  
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1x	6x	12x
\$180	\$165	\$155

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