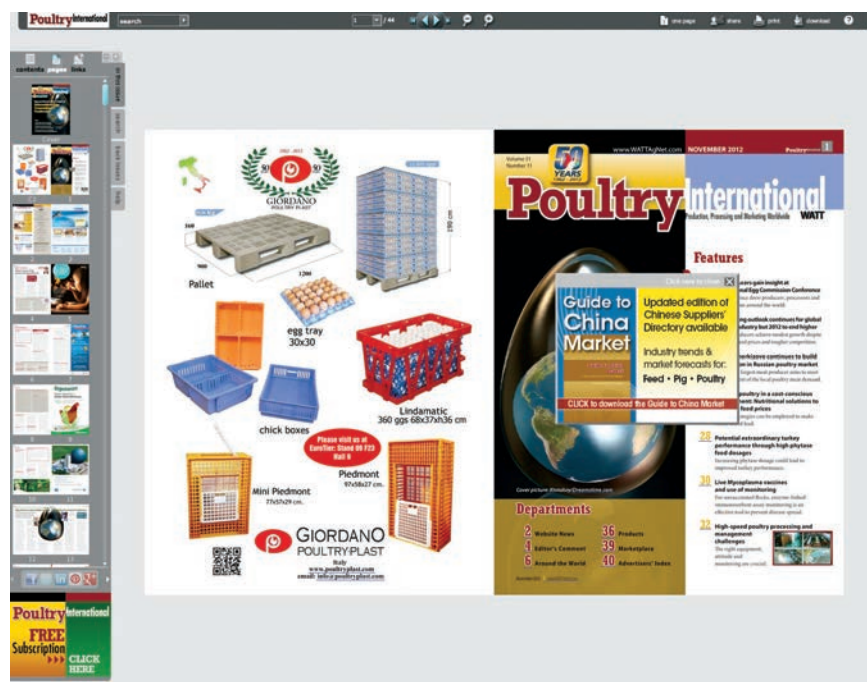




Digital Blow-In Ads

As an increasing number of professionals in animal agribusiness choose to consume their information through digital channels, WATT provides a comprehensive and qualified audience of subscribers who receive their monthly publications via email.

Every WATT agribusiness publication 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.WATTAgNet.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

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



eMarketing Programs

Email marketing announcements are customized messages that are emailed to a targeted audience to announce a new product, 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.

eMarketing 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).

**Save the dates for FierAvicola 2013,
The international event dedicated to excellence in poultry farming**

Mark your calendar for the 48th edition of FierAvicola, as it returns to Forlì, Italy on 10-11-12 April 2013. You won't want to miss one of Europe's most important B2B trade fairs in the poultry industry.

The strategic restyling implemented by Fiera di Forlì for the 48th edition of FierAvicola, is expected to result in more than 300 exhibitors, over 30% of them from abroad, and an exhibition surface exceeding 20,000 m², thus confirming its leading position in Italy as one of the most important B2B trade fairs for the poultry industry in Europe.

Fieravicola, thanks to its high specialisation level, has become a strategic showcase for professional relations and international businesses for experts from the poultry sector, also thanks to its geographic position at the crossroads between Eastern European markets and the Mediterranean area.

Continuing along its path as one of the major international events in animal husbandry, the goal of Fieravicola 2013 is to present and enhance world excellence in the industry, attracting operators from the most important market segments as it has always done.

REGISTER NOW

Once the eBlast 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.

2013 RATES & DETAILS

Contact your WATT sales professional for pricing information. 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 www.WATTAgNet.com.

VIDEOS OR AUDIO PODCASTS INCLUDE THE FOLLOWING:

- Hosting of video or podcast on www.WATTAgNet.com
- Sponsored link to video or audio podcast on www.WATTAgNet.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 shows the WATTAgNet.com website interface. At the top, there are navigation tabs for various industry sectors: PoultryUSA, PoultryInternational, IndustriaAvicola, FeedInternational, FeedManagement, PigInternational, and EggIndustry. The main header includes the WATTAgNet.com logo, a search bar, and user options like 'Login' and 'Sign Up'. Below the header is a secondary navigation bar with links for HOME, POULTRY, PIG, FEED, AMERICA LATINA, MARKET DATA, NEWSLETTERS, CHINA, and WEBINARS. The main content area features a large video player with a play button and the title 'Importance of international trade to the U.S. poultry industry'. Below the video player is a text block with the same title and a brief description: 'A discussion of international trade during the Industry Outlook Panel at the National Chicken Council's 58th Annual Conference on October 11, 2012. Part 3 of series. 2012-10-15'. To the right of the main content is a 'Video Feed' sidebar with four video thumbnails, each with a title and duration. At the bottom of the page, there is a 'Related Content' section with a sub-heading 'Broiler production' and several short text snippets related to broiler production and global meat consumption. The WATTAgNet.com logo and 'BACK TO TOP' link are visible at the bottom of the page.



Webinars

Influence, engage, and generate leads with a one-hour sole-sponsorship, educational webinar. WATT will create a compelling custom webinar that delivers your educational content, solutions and branding message to a targeted audience.

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)
- Optional live polling questions and post-webinar survey questions available for your market research purposes
- Increased exposure through webinar archive for on-demand viewing by your customers
- Detailed demographic report of all registrants and attendees

2013 RATES & DETAILS

Rates for a custom webinar range from \$10,000 to \$20,000 each based on length, type of content and frequency. Discounts are also available for print and online advertisers.

Sponsored by



New IBV Variants Require Us to Work Smarter, Not Harder


Webinar Registration


If you are interested in working smarter, not harder, the globally proven Protectotype(TM) approach to respiratory health will be of interest to you. The Protectotype strategy combines existing vaccines, creating broader protection against infectious bronchitis in chickens.


What You'll Learn:

1. How vaccines already available to the industry can be used to broaden IB protection.
2. How a program combines efficacious vaccines allowing birds to develop immunity to the serotypes in these vaccines and also provide cross-reacting antibodies to several other IB serotypes.
3. How the Protectotype approach allows for simple and reliable broad-spectrum respiratory coverage without administering a new vaccine.

This webinar is sponsored by Merck and is presented by WATT AgNet.com.



Sponsored by 


Register for Our Webinar 

When:
Thursday, November 15, 2012
9:00 AM - 10:00 AM CST

Use the form on the right to reserve your Webinar seat.

* Indicates a required field

Thu, Nov 15, 2012 9:00 AM - 10:00 AM CST [Show time in my time zone](#)

* First Name:	* Last Name:
<input type="text"/>	<input type="text"/>
* Email Address: 	* Address:
<input type="text"/>	<input type="text"/>
* City:	* State/Province:
<input type="text"/>	<input type="text"/>
* Zip/Postal Code:	* Country:
<input type="text"/>	<input type="text"/>
* Phone:	* Organization:
<input type="text"/>	<input type="text"/>
* Job Title:	
<input type="text"/>	

Webinar organizers are prohibited from soliciting confidential personal information (credit card information, social security numbers, etc.) in the registration form. This questionnaire is not intended to handle sensitive data.

Which of the following WATT publications are you most interested in subscribing to?

By clicking this button you submit your information to the Webinar organizer, who will use it to communicate with you regarding this event and their other services.

Register Now
[View system requirements](#)

Your email address and personal information will be used by the Webinar organizer to communicate with you about this event and their other services. To review the Webinar organizer's privacy policy or opt out of their other communications, contact the Webinar organizer directly.



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 hosting the white paper on www.WATTAgNet.com, plus a text ad on appropriate eNewsletters and targeted sections of www.WATTAgNet.com 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 WATT's Editorial and Content Marketing Teams can help you prepare one.

2013 RATES & DETAILS

Rates range between \$1,000 to \$2,500 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.



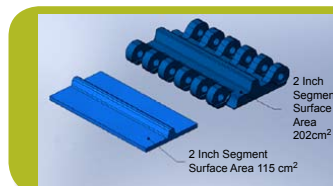
MICROBIOLOGIST REPORT: FOOD GRADE BELT SANITATION

> Introduction

With increased concern over food safety it is imperative that the materials used in direct food handling and processing have properties that allow for adequate cleaning and disinfection. Products designed for the conveyance of food protein product such as meat and poultry need to be specifically designed to facilitate cleaning to rid these large surface areas of food residues, greases and oils and to allow for all meat contact surfaces to be disinfected.

Conveyance belts have traditionally been designed in segmented, hinged configurations (modular belts) that allow ease of replacement and maintenance, minimizing downtime. However these modular conveyance belts, due to their hinged design, are difficult to clean and disinfect and if not properly cleaned and disinfected can become a reservoir of microbiological contamination.

Gates Mectrol PosiClean® continuous food-grade belting is designed to be easily cleaned and disinfected. The belting is constructed of urethane that has been reinforced with sealed aramid tension members to minimize stretching which assists in preventing cracking. The belting features sealed edges and is typically welded endless or spliced with stainless steel or plastic lacing to facilitate cleaning and disinfecting. This study was conducted to evaluate microbiologically the cleaning and disinfecting properties of the PosiClean belting material and provide a comparison to the cleaning and disinfecting



PosiClean food grade belting has 43% less surface area than modular, hinged belting

