



AltMeat

AD SPECIFICATIONS

PRINT SPECS

UNIT	BLEED	TRIM	LIVE	NON-BLEED AD
PAGE	8 3/4" x 11"	8 1/2" x 10 3/4"	7 3/4" x 10"	7 1/2" x 10"
	222 x 279 mm	216 x 273 mm	197 x 254 mm	191 x 254 mm
SPREAD	17 1/4" x 11"	17 x 10 3/4"	15 1/2" x 10"	15" x 10"
	438 x 279 mm	432 x 273 mm	394 x 254 mm	381 x 254 mm
1/2 ISLAND	5 1/2" x 8 1/4"	5 1/4" x 8 1/8"	4 3/4" x 7 1/2"	4 5/8" x 7 1/2"
	140 x 210 mm	133 x 203 mm	121 x 191 mm	117 x 191 mm
1/2 HORIZONTAL	8 3/4" x 5 3/4"	8 1/2" x 5 5/8"	7 1/2" x 5 1/8"	7" x 5"
	222 x 146 mm	216 x 143 mm	191 x 130 mm	178 x 127 mm
1/2 VERTICAL	4 5/8" x 11"	4 1/4" x 10 3/4"	3 3/4" x 10"	3 3/8" x 10"
	117 x 279 mm	108 x 273 mm	95 x 254 mm	86 x 254 mm

Always keep live matter 0.5" away from trim.

Printing Method: Web offset, saddle-stitched.

Color Proofs: One press-suitable proof (color lasers are NOT acceptable for press; they are permissible for ID purposes only).

Inserts: Contact the publisher about specifications for supplied inserts or for a quote on printing.

Digital Specs

- Ad corrections to be made by publisher will be rebilled at a rate of \$150/hour and require original native files from the client.
- We require press-optimized PDFs (PDF-X1a), but we also accept native Mac files: InDesign, Illustrator or Photoshop in CS3, CS4 or CS5 format.
- All artwork must be a minimum of 266-300 dpi.
- All art should be saved as CMYK or Grayscale (not RGB).
- All fonts must be embedded. If supplying native Mac files, please package all images and fonts.

Send Print Advertising Materials to: printmaterialsalt@alt-meat.net or [Upload to MTG File Transfer Site](#)

ONLINE SPECS Digital Ads for www.alt-meat.net

BANNER AD

Display Size: 728 (w) x 90 (h) pixels, 72 dpi GIF or JPEG

File Size: 250kb ideal, 400kb max

Appears: At top of page, Run of Site

Materials Needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF or JPEG and URL to: webmaterialsaul@alt-meat.net

Other: Flash is not accepted. Animation allowed and may repeat.

A dark blue rectangular box with the text "728 X 90 PX" in white, representing the dimensions of a banner ad.

TOWER AD

Tower ads appear prominently throughout alt-meat.net in the top of the right-hand column of the site.

STATIC ADS ONLY: NO ANIMATION

Display Size: 240 (w) x 400 (h) pixels, 72 dpi GIF or JPEG

File Size: 250kb ideal, 400kb max

Appears: Run of Site, most frequently on Daily News

Materials Needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF or JPEG and URL to: webmaterialsaul@alt-meat.net

A dark blue rectangular box with the text "240 X 400 PX" in white, representing the dimensions of a tower ad.

MATERIALS DUE

All materials are due TWO (2) WEEKS prior to e-newsletter date.

Send Web Digital Materials to: webmaterialsaul@altmeat.net

ONLINE SPECS Digital Ads for www.alt-meat.net

NEWSSPOT AD

Your NewsSpot ad appears adjacent to news stories on alt-meat.net. Ads are impression-based, meaning that you pay only for actual views.

Animation: Allowed only for the first three seconds of the ad and may not repeat

Display Size: 250 (w) x 270 (h) pixels, 72 dpi GIF or JPEG

File Size: 250kb ideal, 400kb max

Appears: On the News page

Materials Needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Email GIF or JPEG and URL to: webmaterials@alt-meat.net



MATERIALS DUE

All materials are due TWO (2) WEEKS prior to e-newsletter date.

Send Web Digital Materials to: webmaterials@altmeat.net

E-NEWSLETTER SPECS

ALT-MEAT NEWS

A bi-weekly e-newsletter keeps subscribers on top of the \$5 billion alt-meat industry.

Ad Position 1

Is a text ad with logo that appears at the top of the e-newsletter

Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Materials Needed:

1. GIF or JPEG
2. 50 words of copy or less
3. URL (to drive traffic to your website)
4. Email GIF or JPEG logo, copy and URL to: webmaterials@alt-meat.net

Ad Position 2

Is a banner ad that appears within the e-newsletter

Display Size: 728 (w) x 90 (h) pixels

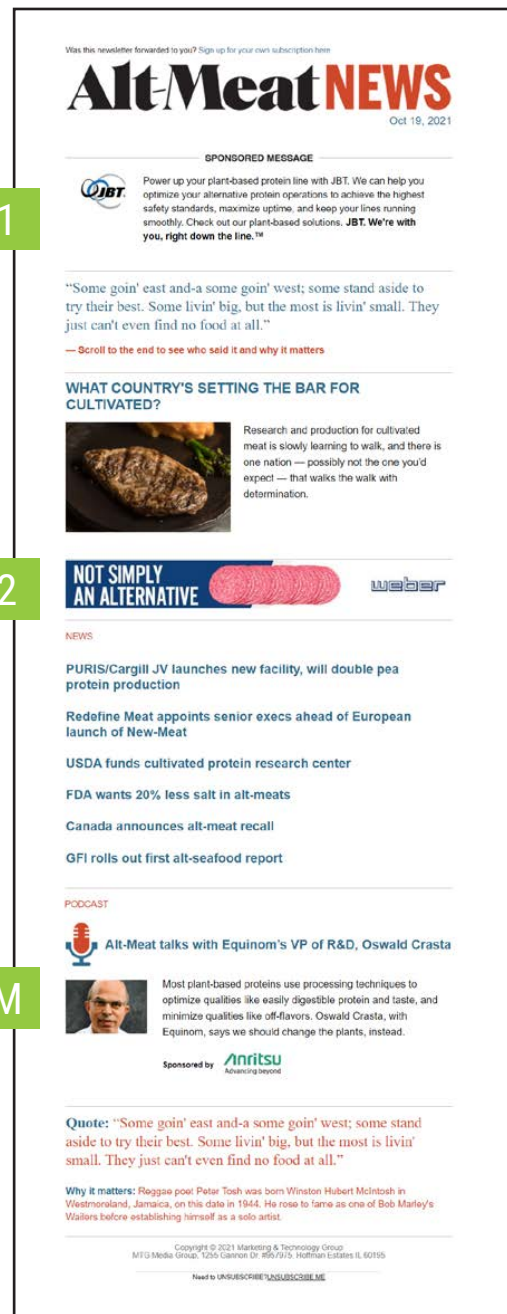
File Size: 40kb max

Appears: On the News page

Materials Needed:

1. GIF or JPEG, no animation allowed
2. URL (to drive traffic to your website)
3. Email GIF or JPEG and URL to: webmaterials@alt-meat.net

MeatingPod Sponsored Podcast Ad
(must purchase podcast sponsorship)



MATERIALS DUE All materials are due TWO (2) WEEKS prior to e-newsletter date.

Send E-Newsletter Ad Materials to: webmaterials@altmeat.net

SPONSORED PODCAST



MEATINGPOD

A MeatingPod sponsorship includes:

- 30-second midroll sponsor message/ad readout and sponsor acknowledgments
- Logo/sponsorship on the episode page of the podcast on alt-meat.net
- Logo/sponsorship in the Alt-Meat e-newsletter where the podcast is featured. (See page 5)

Materials Needed:

1. Text for 30-second audio message (75 words) can be uploaded [here](#)
2. Logo and URL can be sent to webmaterials@alt-meat.net

MeatingPod sponsorship as shown on alt-meat.net.



The screenshot shows the AltMeat website interface. At the top, there's a navigation bar with 'HOME', 'PLANT BASED', and 'CULTIVATED'. Below this, a 'Podcast' section highlights an episode titled 'Evangelism into action: an interview with Paul Shapiro of the Better Meat Co.' by Lisa M. Keefe, dated July 25, 2021. The episode is sponsored by MeatingPod, as indicated by the logo and the text 'EP 31: Alt-Meat talks with Paul Shapiro'. A sidebar on the right lists 'Other Podcasts' and 'MY ACCOUNT' links. The main content area also features a section for 'ADM' and a 'Linte' advertisement.

MATERIALS DUE All materials are due TWO (2) WEEKS prior to prior to podcast date.

Send Podcast Materials to: webmaterials@altmeat.net

3RD PARTY EBLAST GUIDELINES

WHAT YOU NEED TO PROVIDE

1. HTML file and Plain Text file (not embedded in an email or a forwarded eblast)
2. Subject Line for the message
3. Test Seed List: Advertiser and agency email addresses to receive test blast
4. Final Blast Seeds List (if different than test seed list)
5. Suppression File (signed waiver will be required if no suppression file is available)

All blasts must adhere to the CAN SPAM Act of 2003—in order to conform both versions of the creative MUST include:

6. The advertiser's physical address

IMPORTANT POINTS FOR SUBMITTING GRAPHICS AND LISTS

1. Creative assets: Hosted HTML. (NOT SENT AS A FORWARDED EMAIL OR EMBEDDED IN AN EMAIL)
2. All images must be hosted by your server.
3. Creative must include the mailer's opt out information and physical address in order to comply with all CAN SPAM laws
4. Suppression file: If the mailer has done email campaigns before, they should have a suppression list. (i.e.—customers who no longer wish to receive email from them) In the absence of a suppression file, a suppression file waiver must be signed.

"MUST-FOLLOW" GRAPHIC AND FILE SETUP AND GUIDELINES

Basic Guidelines for Creative

1. Compelling offer
2. Clear call-to-action
3. Link to specific items/actions
4. Provide HTML

CAN Spam Guidelines

1. All creative versions must include the mailer's full postal address

2. All creative versions must include a functioning unsub link so that the end user may unsubscribe from future offers from mailer.

From Line

1. From line will read "Advertiser and List Source"

Subject Line Guidelines

1. Cannot be misleading, should reflect the content of the offer
2. Limited to 72 characters—upon preview recipient only sees first 23 characters
3. No highlighting, bolding, italics or images
4. No high ASCII characters (i.e. i™ § £)
5. No !, @, \$, "" symbols
6. Careful wording—anti-spam, anti-pornography filters misinterpret key phrases (Hot Tips)

COPY BUILDING GUIDELINES

HTML Emails: send .htm document as separate file

1. All images must be hosted by your server
2. We see most of our blasts as portrait orientation of approx 250–300 pixels wide X 600–700 pixels deep.
3. No file size larger than 30k
4. Avoid javascript, any scripting language and style sheets in HTML

Graphic Guidelines (HTML Only)

1. No image maps (tables instead)
2. Absolute paths to images
3. GIF or JPG graphic format only
4. Image tags must include full URL
5. In-line images not accepted

URL Guidelines

1. No longer than 62 characters (longer may break and be unclickable)
2. No punctuation right after a URL—especially periods.
3. URL must not include: pound sign (#), pipe delimiter (|), or blank spaces

For Production Questions for 3rd Party Blasts contact: pamsturgess1@gmail.com

3RD PARTY TRAFFICKED ADS

We accept 3rd-Party trafficked ads on banner and tower ads on the website, but not in e-newsletters. Currently only ads from Double-Click, Media Plex and Sizmek (formerly Media Mind/Eyeblaster) are fully integrated into our lead reporting system. Contact your account executive to make sure your 3rd-Party trafficked ad provider is fully integrated with our system to receive maximum value for your web advertising. Please allow approximately 30 days for complete integration of 3rd party trafficked ads.

SALES CONTACTS **Contact your account executive to learn more about advertising in Alt-Meat.**

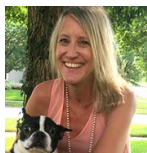


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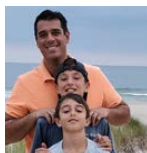


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