

AltMeat



AD
SPECIFICATIONS



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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 1/2"	7 1/2" x 5"	7" x 5"
	222 x 146 mm	216 x 140 mm	191 x 127 mm	178 x 127 mm
1/2 VERTICAL	4 1/2" 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 1/2" 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

- The magazine is an 8 1/2" x 10 3/4" trim (216 x 273 mm), saddle-stitched publication
- 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

2025 PRINT PRODUCTION SCHEDULE

PUBLISHING DATE	AD CLOSING	MATERIALS DUE
FEBRUARY	December 27, 2024	January 10, 2025
MAY	March 28, 2025	April 11, 2025
AUGUST	June 27, 2025	July 11, 2025
NOVEMBER	September 26, 2025	October 10, 2025

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

Items Needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterialsao1@alt-meat.net

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

728 X 90 PX

MATERIALS DUE

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

Send Web Digital Materials to: webmaterialsao1@alt-meat.net

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

TOWER AD

Tower ads appear prominently throughout alt-meat.net at 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

Items Needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterials@alt-meat.net



240 X 400 PX

NEWS SPOT 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

Items Needed:

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: webmaterials@alt-meat.net



250 X 270 PX

MATERIALS DUE

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

Send Web Digital Materials to: webmaterials@alt-meat.net

ONLINE SPECS

DIGITAL SPONSORED CONTENT

Sponsored Content package includes:

- Sponsored content article hosted on alt-meat.net with images
- Optional video to appear within article.
- Eblast – supplied html sent to desired Alt-Meat subscribers

Items Needed:

1. Sponsored article text including headline (750 words max, 500 words recommended)
2. High resolution 300 DPI Photos for sponsored content article sized 540 (w) x 349 (h) pixels or 238 (w) x 166 (h) pixels. Limit one per section.
3. HTML FILE for eblast. [Click here for 3rd party blast specifications](#). Send html to pamsturgess1@gmail.com

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

Send copy and photos to:

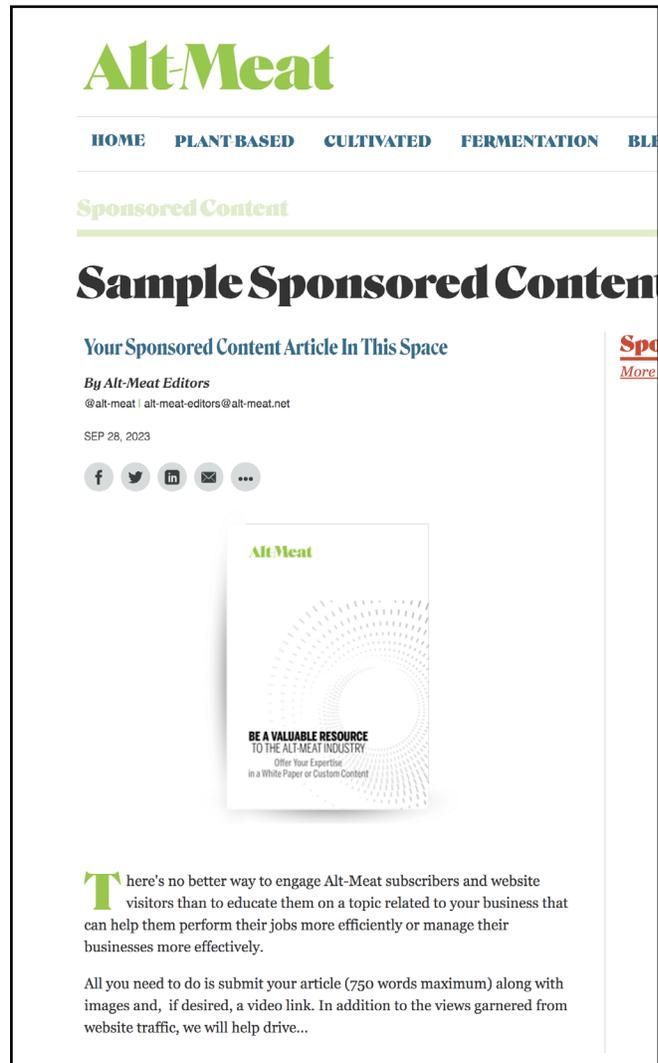
webmaterials@alt-meat.net.

Include company name, publication and URL.

PRINT SPONSORED CONTENT

Print magazine specifications apply, refer to print specifications on page 2.

Materials due: Supply print materials on the same day as materials deadline found on the print production schedule on page 3.



3RD-PARTY TRAFFICKED ADS

We accept 3rd-party trafficked ads as banner and tower ads on the website, but not in e-newsletters. Currently only ads from DoubleClick, Media Plex and Sizmek (formerly Media Mind/Eyeblander) 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.

E-NEWSLETTER SPECS

ALT-MEAT NEWS SPONSORSHIP

A weekday e-newsletter keeps subscribers on top of the \$18.2 billion alt-meat industry.

Ad Position 1

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

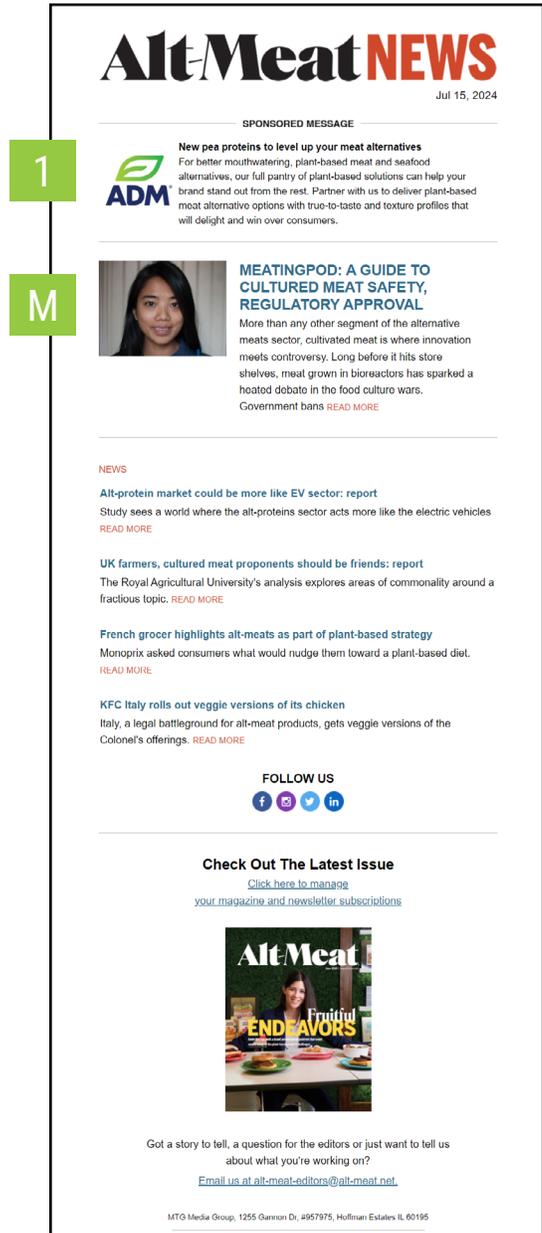
Copy: 50 words maximum

Items Needed:

1. GIF or JPEG logo
2. 50 words of copy or less
3. URL (to drive traffic to your website)

Email GIF or JPEG logo, copy and URL to:
webmaterialsao1@alt-meat.net

MeatingPod Sponsored Podcast Ad
Must purchase podcast sponsorship (see details on page 8).



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

Send E-Newsletter Ad Materials to: webmaterialsao1@alt-meat.net

E-NEWSLETTER SPECS

ALT-MEAT BREAKING NEWS SPONSORSHIP

When important industry news breaks, Alt-Meat Breaking News provides readers with timely coverage. Because it is reserved for significant events, Alt-Meat Breaking News garners attention among readers.

Ad Position 1

Text ad with logo that appears at the top of the e-newsletter

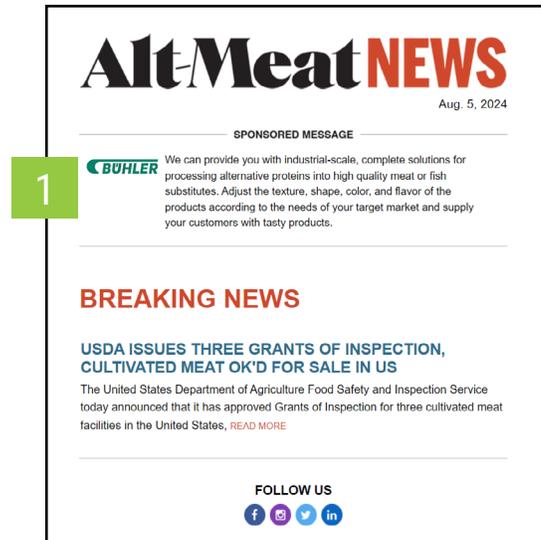
Logo: 145 pixels max width or 145 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

Copy: 50 words maximum

Items Needed:

1. GIF or JPEG
2. 50 words of copy or less
3. URL (to drive traffic to your website)

Email GIF or JPEG logo, copy and URL to: webmaterialsao1@alt-meat.net



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

Send E-Newsletter Ad Materials to: webmaterialsao1@alt-meat.net

MEATINGPOD E-NEWSLETTER SPECS

MEATINGPOD E-NEWSLETTER SPONSORSHIP

The MeatingPod e-newsletter provides subscribers with access to MeatingPod, the podcast of Meatingplace and Alt-Meat magazines. Each week, our award-winning editorial teams interview industry thought leaders in business, plant operations, marketing, science and technology on the topics that matter to our community.

Ad Position 1

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

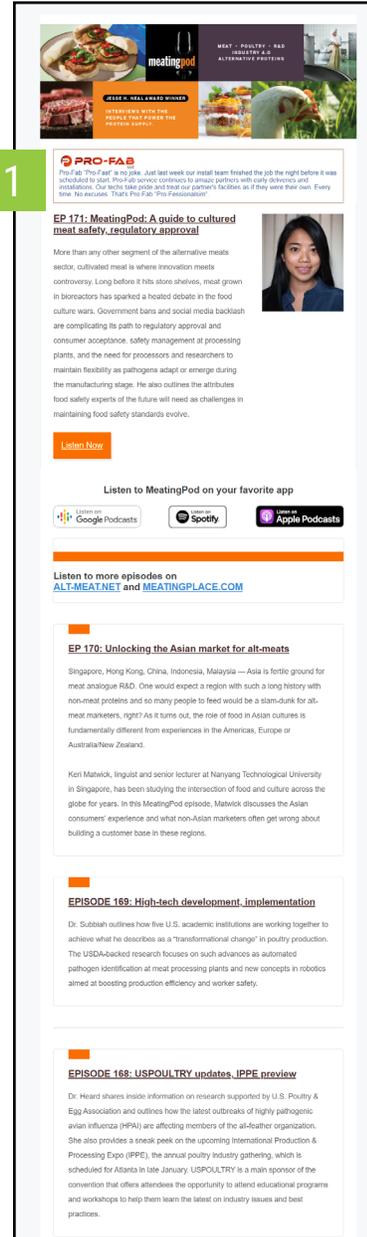
File Size: 250kb ideal, 400kb max

Copy: 50 words maximum

Items Needed:

1. GIF or JPEG
2. 50 words of copy or less
3. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG logo, copy and URL to:
webmaterialsml@meatingplace.com



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

Send E-Newsletter Ad Materials to: webmaterialsao@alt-meat.net

PODCAST SPONSORSHIP

PODCAST SPONSORSHIP PACKAGE



A podcast sponsorship package includes:

- 30-second midroll sponsor message/ad readout and sponsor acknowledgments
- Logo/sponsorship on the episode page of the podcast on alt-meat.net or meatingplace.com
- Logo/sponsorship in the Alt-Meat e-newsletter where the podcast is featured:

Week 1: Poultry Processor

Week 2: Industry 4.0 Connect

Week 3: Alt-Meat News

Week 4: R&D Matters

- Report with the name, title, company and email address of those who downloaded the podcast.

Sponsorship of the MeatingPod newsletter is not included.

Items 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
See Meatingplace specifications for MeatingPod sponsorship on meatingplace.com.

MeatingPod sponsorship as shown on alt-meat.net and Alt-Meat News.

MATERIALS DUE All materials are due on the **LAST FRIDAY OF THE MONTH, TWO MONTHS PRIOR**. For example all June podcast materials are due on April 28. July podcast materials are due May 26.

Send Podcast Materials to: webmaterials@alt-meat.net

Alt-Meat

Improve Email Campaign Results by Following Best Practices

Congratulations on choosing Alt-Meat to help you reach current and prospective customers via email.

There are many elements to a successful email campaign and to ensure the best results, we've put together some of email marketing Best Practices to help guide you. We'll save the technical details for your HTML coder/designer!

EMAIL MARKETING BEST PRACTICES

CONTENT: Be sure your email is compelling. Try to educate, position your company as a thought leader, or provide a clear value to our subscribers.

SUBJECT LINES: Use an attention-getting subject line that reflects not only the content of the email but piques interest. Choose brief and direct language rather than clever plays on words. For optimal results keep it to less than 72 characters. Recipients can only see the first 23 characters. To avoid spam filter blocking do not use symbols, highlighting, boldface, italics or images, hyperbole, mention of money or questionable verbiage in the subject line.

FROM LINE: Your email's "from line" will be your company name. While some advertisers have tested from lines from one person, we do not recommend this because we are unsure how well those emails will get past spam filters.

CALLS TO ACTION: Be sure your call to action is clear. For example, CLICK HERE to get a sample, CLICK HERE to get in touch with our sales team, DOWNLOAD a copy of a white paper, or LEARN MORE.

IMAGES: Images included your email must be hosted on your server. This is very important. Images should be GIF or JPG files and include alternative text in the html code for each image. Alternative text should describe the image, and will appear if the recipient has blocked images in their settings.

DESIGN: Break up the content of your email into chunks, balancing copy and images. Use several images rather than one large image. Avoid long paragraphs. A width of 600 to 700 pixels (no wider) and depth of 1500 pixels will work best. Do not exceed a length of 3,000 pixels. The size of your HTML file shouldn't be any larger than 30K. The design should be mobile friendly.

URLS: Both image URLs and URLs that link to landing pages should be no longer than 62 characters with no punctuation following the URL. Do not include pound sign (#), pipe delimiter (|), or blank spaces. Include absolute paths to images and use tables, not image maps. Long URLs can break and be unclickable, and contribute to higher spam scores.

OTHER REQUIREMENTS: Your full postal address will be included in the footer as well as an opt out link. This is to comply with U.S. email marketing laws. If your e-mails are compelling our audience generally will not opt-out.

TESTING: Alt-Meat will test your email on a variety of devices and platforms to identify deliverability and spam issues and provide a report on what is causing the issues. Issues can result in a delay of the deployment. **Submitting your files two weeks before deployment date is the best way to ensure the email is sent on your scheduled date.**



How to Set Up a 3rd-Party Email Campaign

HERE'S WHAT TO DO:

STEP 1: Confirm all send dates and the circulation select with your sales person/account executive.

3rd party email purchases include two emails to the selected list. The second email will be sent 7 days after the first email to anyone who hasn't clicked on the email. The subject lines and content may be different for each deployment.

STEP 2: Send the required files and information to Pam Sturgess (psturgess@mtgmediagroup.com) TWO WEEKS PRIOR to the first deployment date.

- HTML files (sent as attachments) for the initial email and two additional emails (if different content)*
- Subject lines for all emails to be sent*
- Company name as you want it to appear in the "from line" and postal address.
- Seed list—email addresses of anyone you want to receive the live email.
- Suppression list. If you have done email campaigns before, send a copy of your suppression (or unsubscribe) list. If you don't maintain an unsubscribe list or do not wish to share, we will require a signed and dated copy of a suppression form.
- Email addresses of anyone you want to receive the test of the email. (You will receive a test of each send all at the same time)*
- Name and email of final approver of the test.

*NOTE: All emails are scheduled at one time and our email system does not permit us to change the HTML file, subject line or from line once campaign has been approved and scheduled.

Design and Coding Specifications

HTML SPECS: HTML(s) must be sent as an attachment. The recommended dimensions are 600 pixels (w) x 1500 pixels (h). Do not exceed 700 (w) x 3000 (h) pixels. No file size should be larger than 30K. Avoid javascript, any scripting language and style sheets. Eblast must include the advertiser's physical address to comply with CAN SPAM laws.

GRAPHIC SPECS: All images must be hosted on the advertiser's server. Coding for images can NOT include 'inline'. No image maps (tables instead). Absolute paths to images. GIF or JPEG graphic format only. Image tags must include full URL.

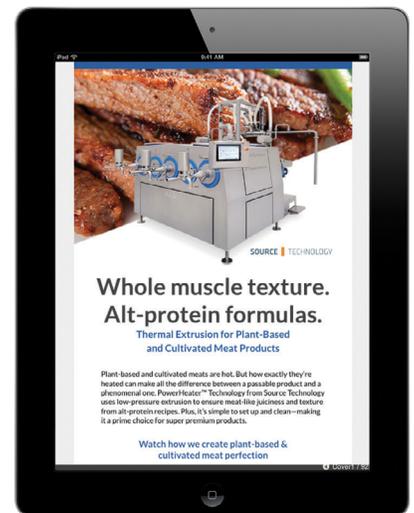
URL SPECS: No URL longer than 62 characters (longer URLs can break and be unclickable). No punctuation following a URL, especially periods. URL can NOT include pound sign (#), pipe delimiter (|), or blank spaces.

FOR QUESTIONS ABOUT EMAIL MATERIALS CONTACT:

PAM STURGESS

psturgess@mtgmediagroup.com

FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT EXECUTIVE.



SALES AND PRODUCTION CONTACTS

SALES CONTACTS Contact your Account Executive to learn more about advertising in Alt-Meat.



Bill Kinross
VP, Group Publisher
Phone: +1 312-274-2214
Email: bkinross@alt-meat.net



John McMillan
Senior Account Executive
Phone: +1 402-203-4585
Email: jmcmillan@alt-meat.net



Karen Moriarty
Senior Account Executive
Phone: +1 630-877-4115
Email: kmoriarty@alt-meat.net



Jeff Sutley
Senior Account Executive
Phone: +1 551-427-2263
Email: jsutley@alt-meat.net

ALT-MEAT PRODUCTION

Karen Ruesch
Production Manager
Phone: +1 312-274-2204
Email:

printmaterialsalt@alt-meat.net
webmaterialsao@alt-meat.net

UPLOAD FILES:

<http://sendit.mtgmediagroup.com>

Follow the easy directions to upload files,
providing advertiser name and description