

Technical specifications PRINT

Type page (excl. overfill) : 215 X 280 mm/8.5"X 11"
 Type area: 195 X 255 mm/7.7"X 10"
 Printing process: offset
 Binding method: stapled

Advertising material: high resolution certified pdf (300 dpi and CMYK). The material can be delivered by e-mail (trafficint@reedbusiness.nl), or on our ftp-server.
 For ftp delivery please contact us by e-mail: trafficint@reedbusiness.nl

Colours must be defined as percentages of CMYK.
 The use of indexed, RGB, spot or pantone colours is not allowed. All images must be high resolution (300 dpi) CMYK colour or greyscale; bitmap images must be at least 1200 dpi.
 Technical costs: Extra costs may be incurred if advertising material is incomplete.

Data communication

Please contact our Print Production Team
 Phone: +31 314 349402
 Email: trafficint@reedbusiness.nl
 FTP server: ftp.dtc.reedbusiness.nl
 More information: contact our Advertising Sales Team (for contact details, see back cover)

Formats PRINT products

			
Bleed Spread 436 x 286 mm (16.9" x 11.2")	Bleed Full Page 221 x 286 mm (8.7" x 11.2")	Full Page 195 x 255 mm (7.7" x 10.0")	
			
1/2 page Vertical 96 x 255 mm (3.8" x 10.0")	1/2 page Horizontal 195 x 125 mm (7.7" x 4.9")	1/3 page Vertical 60 x 255 mm (2.4" x 10.0")	1/3 page Horizontal 195 x 90 mm (7.7" x 3.5")
			
1/4 page Diagonal 96 x 125 mm (3.8" x 4.9")	1/4 page Horizontal 195 x 60 mm (7.7" x 2.4")	1/4 page Vertical 45 x 255 mm (1.7" x 10.0")	
			
1/8 page Horizontal 96 x 60 mm (3.8" x 2.4")	1/8 page Vertical 45 x 125 mm (1.7" x 4.9")		

Technical specifications ONLINE

File formats

1. The maximum size of a file is 49 Kb
2. Static banner in .jpg or .gif
3. Animated banner in .gif
4. Flash animated banner in .swf (only for the website, not for newsletters!)
 - Please make sure a .swf file is always accompanied by a .gif file as a back-up. Whenever a visitor does not have Flash installed on the computer, the .gif file will appear instead of an empty spot.
 - Make sure the "click tag" is in the file instead of a "hard link". We need this to measure the number of clicks. Without a Tag, reporting is impossible.

For instructions, see the report "Optimise your Flash banner" (contact us: trafficint@reedbusiness.nl)

Material instructions

Material must always be accompanied by an email with the following information:

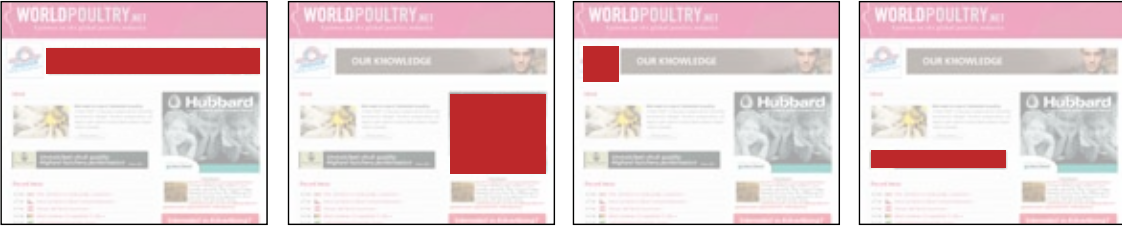
1. Company name and general URL
2. Landing Page

This is the arrival page once a user clicks on the advert. It is important that this URL is specific (max. 200 characters). Advertisement material should be in our office at least 5 working days before placement date.

Data communication

Please contact our Online Production Team
 Phone: +31 314 349715
 Email: liesbeth.van.der.woude@reedbusiness.nl
 More information: contact our Advertising Sales Team (for contact details, see back cover)

Website AllAboutFeed.net/PigProgress.net/WorldPoultry.net

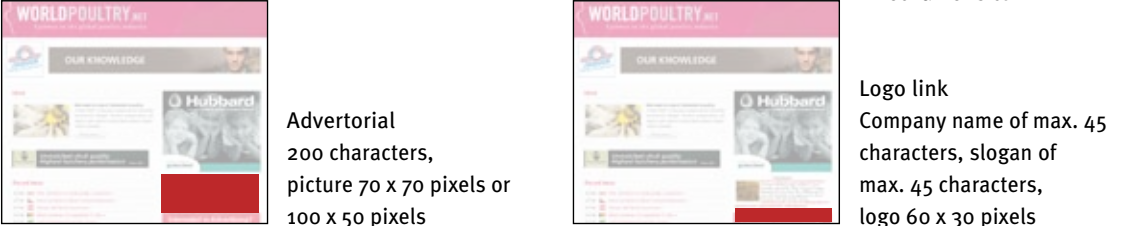


Leader board
728 x 90 pixels

Rectangle
336 x 280 pixels

Square banner
125 x 125 pixels

Full banner*
468x60 pixels
* not run of site



Advertorial
200 characters,
picture 70 x 70 pixels or
100 x 50 pixels

Logo link
Company name of max. 45
characters, slogan of
max. 45 characters,
logo 60 x 30 pixels

Website MeatInternational.com / Vetsweb.com



Leader board
728 x 90 pixels

Box banner
120 x 90 pixels

Rectangle
336 x 280 pixels

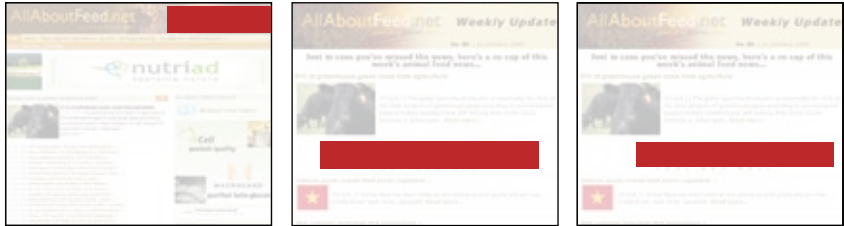
Full banner*
468 x 60 pixels
* not run of site



Advertorial
200 characters,
picture 70 x 70 pixels or
100 x 50 pixels

Logo link
Company name of max. 45
characters, slogan of
max. 45 characters,
logo 60 x 30 pixels

Newsletter AllAboutFeed.net/PigProgress.net/WorldPoultry.net




Half banner
234 x 60 pixels

Full banner
468 x 60 pixels

Advertorial
300 characters, picture logo 70 x 70
pixels or 100 x 50 pixels

Newsletter MeatInternational.com



Box banner
120 x 90 pixels

Full banner
468 x 60 pixels

Advertorial
300 characters, picture logo 70 x 70
pixels or 100 x 50 pixels

Sales conditions

- 1 All prices are valid until 31 December, 2010 and exclude VAT. Set agreements are not automatically applicable to future agreements.
- 2 All advertising orders are subject to the general conditions and the advertising conditions as registered at the court of Arnhem, December 1987.
- 3 Advertisements according to our conditions are not just the announcements on request of the advertiser printed in our magazines, but also loose inserts put in or sent with the magazine or bound into it and online banners.
- 4 A contract year, or twelve month period, starts from the date of the first insertion.
- 5 Advertiser and advertising agency agree to indemnify, defend, and save the publisher from any and all liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements printed, or the unauthorised use of any person's name or photograph, arising from the publisher's reproduction and publishing of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- 6 All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising without being obliged to state the reason.
- 7 The publisher's liability of any error will not exceed the charge for the advertisement in question.
- 8 Publisher is not liable for delays in the delivery and/or non-delivery in the event of act of God, action by any governmental or quasi governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labour or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of publisher affecting production or delivery in any manner.
- 9 When change of copy has not been received by the closing date, copy run in previous issue will be inserted.
- 10 If the advertising material reaches the publisher too late, useless, incomplete and/or damaged the supplier loses the right on placement of the insertion, without affect on his obligation to fulfill his financial obligations versus the publisher.
- 11 Payment of invoices is due within 4 weeks after invoice date in the currency mentioned on the invoice.
- 12 Any dispute arising from advertising orders that cannot be settled in mutual agreement shall be brought before the competent court of Arnhem, The Netherlands to the exclusion of any other court of law.
- 13 All advertising orders are executed in accordance with the general conditions of Reed Business bv, commercial register in Amsterdam 33.293.475.

Cancellation

*Prior to 4 weeks before advertising closing date – no charge
Between 4 to 2 weeks before advertising closing date – 50% charge
After 2 weeks before advertising closing date – 100% charge*

The contract remains valid, but price structure will be changed in accordance to mentioned advertisement increments

Cancellations should be faxed or mailed to be accepted.