

# CarneTec

# 2025

## PRINT AND DIGITAL SPECIFICATIONS



# CarneTec



## Contents

|       |                           |
|-------|---------------------------|
| 2-3   | Print Specs               |
| 3     | Print Production Schedule |
| 4-7   | Digital Ad Specs          |
| 8     | Sponsored Content         |
| 9     | Video Enhanced Ad Specs   |
| 9     | 3rd Party Trafficked Ads  |
| 10-21 | E-newsletters             |
| 22    | Webinars                  |
| 23-25 | Email Marketing           |
| 26    | Contacts                  |

## PRINT SPECS

### AD SPECIFICATIONS FOR CARNETEC MAGAZINE (SPANISH AND PORTUGUESE EDITIONS)

| UNIT                   | BLEED           | TRIM             | LIVE            | NON-BLEED AD    |
|------------------------|-----------------|------------------|-----------------|-----------------|
| <b>Page</b>            | 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    |
| <b>Spread</b>          | 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    |
| <b>2/3 Vertical</b>    | 5 1/2" x 11"    | 5 1/4" x 10 3/4" | 4 3/4" x 10"    | 4 1/2" x 10"    |
|                        | 140 x 279 mm    | 133 x 273 mm     | 121 x 254 mm    | 117 x 254 mm    |
| <b>1/2 Island</b>      | 5 1/2" x 8 1/4" | 5 1/4" x 8"      | 4 3/4" x 7 1/2" | 4 5/8" x 7 1/2" |
|                        | 140 x 210 mm    | 133 x 203        | 121 x 191 mm    | 117 x 191 mm    |
| <b>1/2 Horizontal</b>  | 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    |
| <b>1/2 Vertical</b>    | 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     |
| <b>1/3 Vertical</b>    | 3 1/8" x 11"    | 2 7/8" x 10 3/4" | 2 3/8" x 10"    | 2 1/4" x 10"    |
|                        | 79 x 279 mm     | 73 x 273 mm      | 60 x 254 mm     | 57 x 254 mm     |
| <b>1/3 Square</b>      | 5 1/2" x 5 3/4" | 5 1/4" x 5 1/2"  | 4 3/4" x 5"     | 4 1/2" x 5"     |
|                        | 140 x 146 mm    | 133 x 140 mm     | 121 x 127 mm    | 117 x 127 mm    |
| <b>1/3 Horizontal</b>  | 8 3/4" x 4 1/2" | 8 1/2" x 4 1/4"  | 8" x 3 7/8"     | 7" x 3 3/8"     |
|                        | 222 x 114 mm    | 216 x 108 mm     | 203 x 98 mm     | 178 x 86 mm     |
| <b>1/4 Traditional</b> | 4 1/2" x 5 3/4" | 4 1/4" x 5 1/2"  | 3 3/4" x 5"     | 3 3/8" x 5"     |
|                        | 117 x 146 mm    | 108 x 140 mm     | 95 x 127 mm     | 86 x 127 mm     |
| <b>1/4 Horizontal</b>  | 8 3/4" x 3 1/2" | 8 1/2" x 3 1/4"  | 8" x 2 7/8"     | 7" x 2 3/8"     |
|                        | 222 x 90 mm     | 216 x 83 mm      | 203 x 73 mm     | 178 x 60 mm     |

\*Always keep live matter a half-inch (12 mm) from trim.

## AD SPECIFICATIONS FOR CARNETEC MAGAZINE CONTINUED

**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.

### SEND PRINT ADVERTISING MATERIALS TO:

**Email:** Spanish edition materials to: [printmaterialsct@carnetec.com](mailto:printmaterialsct@carnetec.com) and Portuguese edition materials to [printmaterialsbp@carnetec.com](mailto:printmaterialsbp@carnetec.com) or [Upload to MTG File Transfer Site](#)

### Digital Specification Highlights:

- 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 billed 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.

---

## CARNETEC 2025 PRINT PRODUCTION SCHEDULE

### Spanish and Portuguese Editions

| ISSUE            | AD CLOSING | MATERIALS DUE |
|------------------|------------|---------------|
| January-March    | December 6 | December 20   |
| April-June       | March 3    | March 18      |
| July-September   | June 4     | June 16       |
| October-December | September  | September 17  |

# SPECS: DIGITAL ADS FOR CARNETEC.COM AND CARNETEC.COM.BR

## SEND WEB AD MATERIALS TO:

**Production Manager**

CarneTec Magazine

c/o Marketing & Technology Group

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)

## MATERIALS DUE

Unless otherwise indicated, all materials for web ads are due **TWO (2) WEEKS** prior to post date.

## VIDEO

### CarneTec Lead System and Video Ad Option for Digital Ads

CarneTec visitors can click on your digital ad and be directed to your website or other channel where they can view a video. Select digital ads (250px x 270px) have an option for a video that is viewed on CarneTec.com and CarneTec.com.br. [Video specifications and upload instructions.](#)

## BANNER AD

Your banner ad rotates randomly throughout carnetec.com and carnetec.com.br.



728px X 90px

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

**File size:** 250k ideal, 400k 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)

**Email GIF or JPEG and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)

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

## FRONT PAGE ICON AD

Your logo and 30-word message are featured on the home page of carnetec.com and carnetec.com.br.

**Static ads only**—No animation

**Logo:** 80 (w) x 60 (h) pixels, 300 dpi GIF or JPEG

**File size:** 250k ideal, 400k max

**Headline:** 8 words maximum

**Copy:** 30 words maximum

**Appears:** On CarneTec home page

### Items needed:

1. GIF or JPEG logo
2. 8 word headline and 30 words of copy maximum
3. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG logo, copy and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)



80px  
X  
60px

## TOWER AD

Tower ads appear prominently throughout carnetec.com and carnetec.com.br at the top of the right-hand column of the site. Tower ads appear most frequently on the highly trafficked Daily News page. They also appear on Technical Articles, Supplier Showroom, Supplier Directory and many other sections.

**Static ads only**—No animation

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

**File size:** 250k ideal, 400k 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:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials); [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)



---

## NEWSSPOT AD

Your NewsSpot ad appears adjacent to CarneTec.com's Daily News stories. Ads are impression-based, you only pay for actual views from a buying influence member. Place your ad in the news categories that are a good fit for your brand:

- Beef News
- Export Markets
- Financial News
- Food Safety
- Foodservice News
- General News
- Pork News
- Poultry News
- Retail News
- Special Events

**Animation:** only for the first three seconds of the ad and should not repeat

**Display size:** 250 (w) x 270 (h) pixels, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Appears:** On Daily News page

**Items needed:**

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

[Video specifications and upload instructions.](#)

**Email GIF or JPEG and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials); [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)





## BLOGSPOT AD (SPANISH ONLY)

Your ad appears adjacent to one of the CarneTec (Spanish only) Blogs. Ads are impression-based; you only pay when a buying influence member views your ad. Your ad can appear in any of the following blogs:

- **Central America's Meat Industry**—Leonardo Ortiz, food technology specialist and general manager for Improasa, discusses beef carcass handling, meat deboning and processing in Central America and shares techniques to improve product quality and safety.
- **Efficient Methods of Meat Refrigeration and Freezing**—María Fernanda Jiménez, founder and CEO of JISO Food Design and Consulting in Guadalajara, Mexico, covers in-plant curing, salting and smoking and explains how to fulfill national and international food safety standards.
- **Experiences in Food Safety**—Eugenia Jimenez, MC, director of IDEA Group, a consulting firm in Monterrey, Mexico, offers opinions and concerns about food safety.
- **Innovation and Technology in the Gastronomic Industry**—Chef Miguel Eduardo Robles, director at Gastrolabel, a consulting company in management, marketing and training for the food and beverage industries, shares his insights into the food industry based on more than 20 years of experience.
- **Insight into the Pork Industry**—Erika Voogd, president of Voogd Consulting, shares the ins and outs of the pork industry as well as her experiences in Latin America.
- **Invisible Contributions and Visible Achievements**—Orlando Niemann, executive director at Florida-based N&M International Trade Business, discusses employee training to improve plant operations and final products.
- **Meat Safety**—Andres Giovanni Zuluaga, veterinary inspector for Colombia's National Food and Drug Surveillance Institute (Invima) and professor at the Universidad Libre Seccional Pereira in Colombia, shares advice for meeting meat production standards and avoiding animal disease both at the farm and processing plant.
- **Meat Science and Technology**—Dr. Enrique J. Marquez, president and founder of Venezuela-based FoodTech, C.A., discusses meat biochemistry, animal muscular development and future trends in the industry.
- **Meat Technology**—CarneTec's Editor-at-Large Jesus Velazco shares his knowledge, experience and analysis of meat processing.
- **Sausage Design and Development**—Sandra Soto, meat plant director at Las Carnes del Sebastian, based in Pasto, Colombia, discusses the important processing stages, productive use of ingredients and spices, and good packaging strategies.
- **The World of Kosher Meat**—Felipe Kleiman, consultant in the Kosher meat industry, discusses Kosher meat production, export markets, technical and scientific issues and animal welfare.

**Animation:** Only allowed for the first 3 seconds of the ad and may not repeat

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

**File size:** 250k ideal, 400k max

**Appears:** Within CarneTec Blogs; Advertiser Specifies Blog

**Items needed:**

1. GIF or JPEG
2. URL (to generate click-throughs and drive traffic to your website)
3. Optional Video [Video specifications and upload instructions.](#)

**Email GIF or JPEG and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)



## TECHSPOT AD

Target buyers with precision using contextual advertising. TechSpot (Spanish only) ads appear adjacent to highly relevant editorial content in the Technical Articles, Supplier Showroom and Supplier Directory sections of CarneTec. Ads are impression-based, you only pay when a buying influence member views your ad. Select a topic area related to your brand from the list below.

- Casings
- Common Plant Equip.
- Cooking, Smoking, Frying
- Cooling, Freezing
- Further Processing
- Ingredients, Seasonings
- Packaging Accessories
- Packaging Machines
- Packaging Materials
- Poultry Killing/Cutting/Deboning
- Red Meat Killing/Cutting/Boning
- Rendering
- Safety
- Sanitation/Pollution Control
- Special Services
- Transportation

**Headline:** 5 words maximum

**Copy:** 25 words maximum

**Items needed:**

1. 5 word headline and 25 words or less of copy
2. URL (to generate click-throughs and drive traffic to your website)

**Email Spanish copy and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

---

## LOGO STOPPER AD

Logo Stopper ads appear within each product listing in the online Supplier Directory (Spanish only), enhancing your brand and providing a high-quality link from CarneTec to your website.

145px X 34px

**Logo:** 145 (w) x 34 (h) pixels, 300 dpi GIF or JPEG

**File size:** 250k ideal, 400k max

**Items needed:**

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

**Email GIF or JPEG logo and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)



## DIGITAL SPONSORED CONTENT

### Digital Sponsored Content Package Includes:

- **Sponsored content article** (Max 750 words; 500 recommended) and images (one per section) hosted on [carnetec.com](http://carnetec.com) and/or [carnetec.com.br](http://carnetec.com.br).
- **Optional video** to appear within article.
- **Article sponsorship** includes 50 words of text (no phone numbers).
- **Sponsored Content item** in CarneTips and/or CarneDicas Newsletter Your sponsored content item includes a company logo, url and photo. (See sample on page 16) Only one sponsored content item per newsletter.
- **Email Blast**—supplied html sent to desired CarneTec subscribers.

### Items needed:

1. Sponsored article text, including headline (Max 750 words; 500 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. 50 words of copy for article sponsorship (no phone numbers).
4. EPS logo will be resized as needed for CarneTips and/or CarneDicas newsletter.
5. URL for article sponsorship.

Photos, copy and logo can be sent to [asulluchuco@carnetec.com](mailto:asulluchuco@carnetec.com). Include company name, publication(s), and URL.

Email Blast—Follow specifications for 3rd-party elasts. [Click here for specs](#). Send html file to [pamsturgess1@gmail.com](mailto:pamsturgess1@gmail.com)



## MATERIALS DUE

All materials will be due **TWO (2) WEEKS** prior to article posting date.

## PRINT SPONSORED CONTENT

Supply print materials on the same day as materials deadline on editorial calendar. Print magazine specifications apply.

# VIDEO SPECIFICATIONS

## VIDEO ENHANCED AD SPECIFICATIONS

Nearly all CarneTec digital ads can be enhanced with video, providing another way for a prospect to engage with your brand.

**Video Size:** 500 MB

**Duration:** 3 minutes maximum (1-2 minutes recommended)

**File Types:** 3g2, 3gp, asf (streaming for Windows Media Player), avi, dv, flv (VP6), mov (QuickTime multimedia), mp4 (H.264), mpeg, mpg (MPEG-1 and MPEG-2), qt (QuickTime), wmv (Windows Media Video). FLV (VP6) files cannot be played on iOS and some Android devices.

**Aspect ratios:** 16:9 or 4:3

## VIDEO UPLOAD INSTRUCTIONS

**Step 1:** Go to [MTG File Transfer Site](#)

**Note:** Our file transfer site can handle videos up to 100 MB.

For larger files please use a file transfer site such as WeTransfer or DropBox.

**Step 2:** Fill out all required fields

- Advertiser Name
- Contact Name
- Phone Number
- Publication
- Email Address
- Description—identifying name for video & any special notes

**Step 3:** Select file to be uploaded, then click on UPLOAD. You can add multiple files.

**Step 4:** When files are uploaded, click SUBMIT.

### Questions?

Contact CarneTec Production Department at +1 312-274-2204

---

# 3RD-PARTY TRAFFICKED ADS

## 3RD-PARTY TRAFFICKED ADS

We accept trafficked ads on banner and tower ads on the website, but not in e-newsletters. Only ads from DoubleClick, Media Plex and Sizmek (formerly MediaMind/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-NEWSLETTERS

## NOTICIAS DE LA INDUSTRIA (SPANISH)/ NOTÍCIAS DA INDÚSTRIA (PORTUGUESE)

Every Tuesday and Thursday meat and poultry processors throughout Brazil receive their news update from CarneTec (Portuguese). Throughout Spanish-speaking Latin America the news is delivered twice a week on Monday and Thursday mornings. Your company is featured prominently at the top of the e-newsletter with your logo and sponsorship copy. Sponsors can choose to run different copy each day if desired. Sponsorship generates leads and click-throughs.

**Logo:** 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi gif or jpeg

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum

### Items needed:

1. GIF or JPEG logo
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:

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)



## SEND NOTICIAS DE LA INDUSTRIA AND NOTÍCIAS DA INDÚSTRIA AD MATERIALS TO:

**Production Manager**

**CarneTec Magazine**

**c/o Marketing & Technology Group**

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials);

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com) (Portuguese language materials)

## MATERIALS DUE

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

# CARNETEC BLOGS E-NEWS SPONSORSHIP (SPANISH ONLY)

The CarneTec Blogs e-newsletter (in Spanish) provides insightful commentary from industry thought leaders on a variety of topics:

- **Central America's Meat Industry**—Leonardo Ortiz, food technology specialist and general manager for Improosa, discusses beef carcass handling, meat deboning and processing in Central America and shares techniques to improve product quality and safety.
- **Efficient Methods of Meat Refrigeration and Freezing**—María Fernanda Jiménez, food engineer with Reinmex, talks about in-plant curing, salting and smoking and explains how to fulfill national and international food safety standards.
- **Experiences in Food Safety**—Eugenia Jimenez, MC, director of IDEA Group, a consulting firm in Monterrey, Mexico, offers opinions and concerns about food safety.
- **Innovation and Technology in the Gastronomic Industry**—Chef Miguel Eduardo Robles, director at Gastrolabel, a consulting company in management, marketing and training for the food and beverage industries, shares his insights into the food industry based on his more than 20 years of experience.
- **Insight into the Pork Industry**—Erika Voogd, president of Voogd Consulting, shares the ins and outs of the pork industry as well as her experiences in Latin America.
- **Invisible Contributions and Visible Achievements**—Orlando Niemann, executive director at Florida-based N&M International Trade Business, discusses employee training to improve plant operations and final products.
- **Meat Safety**—Andres Giovanni Zuluaga, veterinary inspector for Colombia's National Food and Drug Surveillance Institute (Invima) and professor at the Universidad Libre Secciónal Pereira in Colombia, shares advice for meeting meat production standards and avoiding animal disease both at the farm and processing plant.
- **Meat Science and Technology**—Dr. Enrique J. Marquez, president and founder of Venezuela-based FoodTech, C.A., discusses meat biochemistry, animal muscular development and future trends in the industry.
- **Meat Technology**—CarneTec's Editor-at-Large Jesus Velazco shares his knowledge, experience and analysis of meat processing.
- **Sausage Design and Development**—Sandra Soto, meat plant director at Las Carnes del Sebastian, based in Pasto, Colombia, discusses the important processing stages, productive use of ingredients and spices, and good packaging strategies.
- **The World of Kosher Meat**—Felipe Kleiman, consultant in the Kosher meat industry, discusses Kosher meat production, export markets, technical and scientific issues and animal welfare.

Your logo and 50-word sponsor message reach more than 4,600 Latin American subscribers (excluding Brazil). Generate sales leads and click-throughs.

**Logo:** 145 pixels max width or 60 pixels max depth, depending on logo orientation, 72 dpi GIF or JPEG

**File size:** 250k ideal, 400k max

**Copy:** 50 words maximum

**Items needed:**

1. GIF or JPEG logo
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:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)



|                                                                                                                                                                                                                                                                                   |                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <p><b>SEND BLOG E-NEWS AD MATERIALS TO:</b></p> <p><b>Production Manager</b><br/> <b>CarneTec Magazine</b><br/>         c/o Marketing &amp; Technology Group<br/> <a href="mailto:webmaterialscol@carnetec.com">webmaterialscol@carnetec.com</a> (Spanish language materials)</p> | <p><b>MATERIALS DUE</b><br/>         All materials are due<br/> <b>TWO (2) WEEKS</b> prior<br/>         to e-newsletter date.</p> |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|

## TENDENCIAS DE I&D E-NEWSLETTER (SPANISH)

### AD POSITION 1

is a text ad with logo that appears at the top of the 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 generate click throughs and drive traffic to your website)

Email GIF or JPEG logo, copy and URL to [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

### AD POSITION 2

is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

#### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

### AD POSITION 3

is a text ad with logo that appears within the 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. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

### AD POSITION 4

is a banner ad that appears at the bottom of the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

#### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

**Carnetec | Tendencias de I&D**  
Investigaciones científicas y nuevos desarrollos son los temas principales de este boletín

**MENSAJE DEL ANUNCIANTE**

**1** Hawkins Food Ingredients provides functional blends, flavors, and antimicrobials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, [click here](#). We always bring more to the table.  
VISIT US AT IPPE Hall C, BOOTH C131

**2** **Listeria monocytogenes: tácticas y estrategias para su control en plantas de procesamiento**  
Por Christine Alvarado, PhD, professor, Animal Science Department, Texas A&M University

**DESTACADAS**

**Tendencias de consumo e innovaciones de envases para productos cárnicos**

**Prácticas de bioseguridad en granjas de pavos con resultados negativos y positivos de Campylobacter**

**Fagocitos: una alternativa natural para antibióticos en salud animal**

**Intervenciones antimicrobianas para prevenir la contaminación de patógenos en canales bovinas**

**MENSAJE DEL ANUNCIANTE**

**3** Hawkins Food Ingredients provides functional blends, flavors, and antimicrobials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, [click here](#). We always bring more to the table.  
VISIT US AT IPPE Hall C, BOOTH C131

**NOVEDADES**

**“La calidad y la consistencia son, y seguirán siendo, importantes para nuestras operaciones diarias”**  
— Rick Martins, vicepresidente de Silva Sausage

**4** **BETTER SCIENCE BETTER CLEAN LABEL RESULTS.** **WTI INC.** WORLD TECHNOLOGY INNOVATIONS

Derechos reservados del autor © 2017 Marketing & Technology Group

[Política de Privacidad](#)  
WTI Media Group  
1415 N. Dayton Chicago, IL 60642  
EE.UU.

### SEND TENDENCIAS DE I&D E-NEWSLETTER AD MATERIALS TO:

Production Manager

CarneTec Magazine

c/o Marketing & Technology Group

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

### MATERIALS DUE

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

# TENDÊNCIAS PARA O P&D E-NEWSLETTER (PORTUGUESE)

## AD POSITION 1

is a text ad with logo that appears at the top of the newsletter.

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

**Copy:** 50 words maximum

### Items needed:

1. GIF or JPEG logo
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 [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)

## AD POSITION 2

is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)

## AD POSITION 3

is a text ad with logo that appears within the 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. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)

## AD POSITION 4

is a banner ad that appears at the bottom of the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

Email GIF or JPEG and URL to: [webmaterials@carnetec.com.br](mailto:webmaterials@carnetec.com.br)

The screenshot displays the layout of the Carnetec P&D E-newsletter. At the top, the Carnetec logo and 'Tendências para P&D' are visible. Below this is a header for the newsletter: 'Nova newsletter: Um radar sobre os principais desenvolvimentos e estudos científicos pelo mundo'. The main content is divided into sections: 'PALAVRA DO PATROCINADOR' (Sponsor's Word) featuring Hawkins Food Ingredients; 'DESTAQUES' (Highlights) with articles on Listeria control, vinegar use, and meat performance; 'NOVIDADES' (New Products) featuring a quote from Rick Martins; and 'BETTER SCIENCE, BETTER CLEAN LABEL RESULTS.' featuring WTI Inc. A footer contains copyright information for 2017 Marketing & Technology Group and a privacy policy link.

## SEND TENDÊNCIAS PARA O P&D E-NEWSLETTER AD MATERIALS TO:

Production Manager  
CarneTec Magazine  
c/o Marketing & Technology Group  
[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

## MATERIALS DUE

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



# SEGURIDAD DE ALIMENTOS EN PERSPECTIVA E-NEWSLETTER (SPANISH)

## AD POSITION 1

is a text ad with logo that appears at the top of the 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 generate click throughs and drive traffic to your website)

**Email GIF or JPEG logo, copy and URL to [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)**

## AD POSITION 2

is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)**

## AD POSITION 3

is a text ad with logo that appears within the 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. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)**

## AD POSITION 4

is a banner ad that appears at the bottom of the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)**

The screenshot shows a Spanish e-newsletter layout with four ad positions marked with circled numbers 1 through 4.   
Position 1: A text ad for CarneTec with the headline "Seguridad de Alimentos en PERSPECTIVA" and sub-headline "A través de este boletín, entérese paso a paso como fortalecer la inocuidad de sus productos cárnicos". Below it is a "MENSAJE DEL ANUNCIANTE" for Hawkins Food Ingredients.   
Position 2: A banner ad for "Natural Solutions For... Color, Flavor & Microbial Protection" by KEMIN.   
Position 3: A text ad titled "DESTACADAS" listing several articles: "Tendencias de consumo e innovaciones de envases para productos cárnicos", "Prácticas de bioseguridad en granjas de pavos con resultados negativos y positivos de Campylobacter", "Fagocitos: una alternativa natural para antibióticos en salud animal", and "Intervenciones antimicrobianas para prevenir la contaminación de patógenos en canales bovinas".   
Position 4: A banner ad for WTI INC. with the headline "“La calidad y la consistencia son, y seguirán siendo, importantes para nuestras operaciones diarias”" and a quote by Rick Martins, vicepresidente de Silva Sausage.   
At the bottom, there is a footer with "Derechos reservados del autor © 2017 Marketing & Technology Group" and a "Unsubscribe" link.

## SEND SEGURIDAD DE ALIMENTOS EN PERSPECTIVA E-NEWSLETTER AD MATERIALS TO:

**Production Manager**  
CarneTec Magazine  
c/o Marketing & Technology Group  
[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

## MATERIALS DUE

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



# SEGURANÇA DOS ALIMENTOS EM ANÁLISE E-NEWSLETTER (PORTUGUESE)

## AD POSITION 1

is a text ad with logo that appears at the top of the 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 generate click throughs and drive traffic to your website)

**Email GIF or JPEG logo, copy and URL to [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

## AD POSITION 2

is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

## AD POSITION 3

is a text ad with logo that appears within the newsletter.

**Logo:** 145 pixels max width or 145 pixels max depth, depending on logo orientation. 72 dpi GIF, JPG or PNG

**Copy:** 50 words maximum

### Items needed:

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

**Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

## AD POSITION 4

is a banner ad that appears at the bottom of the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items Needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

The screenshot shows the layout of the e-newsletter. At the top, the title 'Segurança dos Alimentos em ANÁLISE' is displayed. Below it, a headline reads 'Saiba passo a passo como fortalecer o nível de inocuidade de seus produtos cárneos por meio desta newsletter'. A section titled 'PALAVRA DO PATROCINADOR' features a logo for HAWKINS and text describing their food ingredients. A numbered callout '1' points to this section. Below is an article titled 'Listeria monocytogenes: táticas y estrategias para su control en plantas de procesamiento' with a photo of sausages and the author's name, Christine Alvarado. Another numbered callout '2' points to this article. Below that is an advertisement for 'Natural Solutions For...' by KEMIN. A 'DESTAQUES' section lists several articles with blue hyperlinks. A third numbered callout '3' points to the 'PALAVRA DO PATROCINADOR' section again. Below is a 'NOVIDADES' section with a quote: 'Qualidade e consistência são e continuarão sendo importantes para nossas operações diárias' by Rick Martins. A fourth numbered callout '4' points to an advertisement for WTI INC. At the bottom, there is a footer with contact information for MTC Media Group.

## SEND SEGURANÇA DOS ALIMENTOS EM ANÁLISE E-NEWSLETTER AD MATERIALS TO:

**Production Manager**  
CarneTec Magazine  
c/o Marketing & Technology Group  
[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

## MATERIALS DUE

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

## PROCESOS Y OPERACIONES E-NEWSLETTER (SPANISH)

### AD POSITION 1

is a text ad with logo that appears at the top of the 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 generate click throughs and drive traffic to your website)

**Email GIF or JPEG logo, copy and URL to** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

### AD POSITION 2

is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

#### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

### AD POSITION 3

is a text ad with logo that appears within the 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. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

### AD POSITION 4

is a banner ad that appears at the bottom of the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

#### Items needed:

1. GIF or JPEG banner ad, no animation
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to:** [webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

**CarneTec** | **PROCESOS Y OPERACIONES**

**Mejoramiento de líneas de producción por medio de estrategias e inversiones rentables**

**MENSAJE DEL ANUNCIANTE**

**HAWKINS** Hawkins Food Ingredients provides functional blends, flavors, and anti-microbials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, [click here](#). We always bring more to the table.

VISIT US AT IPPE Hall C, BOOTH C131

**1**

**Listeria monocytogenes: tácticas y estrategias para su control en plantas de procesamiento**

Por Christine Alvarado, Ph.D, professor, Animal Science Department, Texas A&M University

**2**

**Natural Solutions For... Color, Flavor & Microbial Protection** **KEMIN**

**DESTACADAS**

**Tendencias de consumo e innovaciones de envases para productos cárnicos**

**Prácticas de bioseguridad en granjas de pavos con resultados negativos y positivos de Campylobacter**

**Fagocitos: una alternativa natural para antibióticos en salud animal**

**Intervenciones antimicrobianas para prevenir la contaminación de patógenos en canales bovinas**

**MENSAJE DEL ANUNCIANTE**

**HAWKINS** Hawkins Food Ingredients provides functional blends, flavors, and anti-microbials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, [click here](#). We always bring more to the table.

VISIT US AT IPPE Hall C, BOOTH C131

**3**

**NOVEDADES**

**“La calidad y la consistencia son, y seguirán siendo, importantes para nuestras operaciones diarias”**

— Rick Martins, vicepresidente de Silva Sausage

**4**

**BETTER SCIENCE. BETTER CLEAN LABEL RESULTS.** **WTI INC.** WORLD TECHNOLOGY INCREASINGLY WEBSITE.

Derechos reservados del autor © 2017 Marketing & Technology Group

[\(Inscripción\)](#) Entre aquí para cancelar su suscripción  
Política de Privacidad  
MTG Media Group  
1415 N. Dayton Chicago, IL 60642  
EE.UU.

### SEND PROCESOS Y OPERACIONES E-NEWSLETTER AD MATERIALS TO:

**Production Manager**  
**CarneTec Magazine**  
c/o Marketing & Technology Group  
[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

### MATERIALS DUE

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

# PROCESSOS E OPERAÇÕES E-NEWSLETTER (PORTUGUESE)

## AD POSITION 1

is a text ad with logo that appears at the top of the 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 generate click throughs and drive traffic to your website)

**Email GIF or JPEG logo, copy and URL to [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

## AD POSITION 2

is a banner ad that appears within the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

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

**Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

## AD POSITION 3

is a text ad with logo that appears within the 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. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

## AD POSITION 4

is a banner ad that appears at the bottom of the newsletter.

**Display size:** 728 (w) x 90 (h) pixels

**File size:** 40kb max

### Items needed:

1. GIF or JPEG banner ad, no animation allowed
2. URL (to generate click-throughs and drive traffic to your website)

**Email GIF or JPEG and URL to: [webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)**

The screenshot shows a newsletter layout in Portuguese. At the top, the header reads "CarneTec | PROCESSOS E OPERAÇÕES". Below this is a sub-header: "Estratégias, estrutura, investimentos: tudo para turbinar suas linhas de produção".

**Position 1:** A text ad featuring the Hawkins logo and the text: "PALAVRA DO PATROCINADOR - Hawkins Food Ingredients provides functional blends, flavors, and anti-microbials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, click here. We always bring more to the table. VISIT US AT IPPE Hall C, BOOTH C131".

**Position 2:** A banner ad for "Listeria monocytogenes: táticas y estrategias para su control en plantas de procesamiento" by Christine Alvarado, PhD, professor at Texas A&M University. The banner includes an image of sausages and the KEMIN logo.

**Position 3:** A text ad with the Hawkins logo and text: "PALAVRA DO PATROCINADOR - Hawkins Food Ingredients provides functional blends, flavors, and anti-microbials that address your challenges surrounding shelf life. Hawkins supports your needs with solutions for yield and moisture management, color stability and flavor protection, texture modification, pathogen control, microbial suppression and clean label options. For more information, click here. We always bring more to the table. VISIT US AT IPPE Hall C, BOOTH C131".

**Position 4:** A banner ad for "BETTER SCIENCE. BETTER CLEAN LABEL RESULTS." by WTI INC. (World Technology Ingredients). The banner includes an image of sausages and the WTI logo.

At the bottom of the newsletter, there is a footer with the text: "Direitos reservados do autor © 2017 Marketing & Technology Group. Clique aqui para cancelar sua assinatura. Política de Privacidade. MFG Media Group. 1415 N. Dayton Chicago, IL 60642. EUA".

## SEND PROCESSOS E OPERAÇÕES E-NEWSLETTER AD MATERIALS TO:

**Production Manager**

**CarneTec Magazine**

**c/o Marketing & Technology Group**

**[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)**

## MATERIALS DUE

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

## CARNETIPS E-NEWSLETTER (SPANISH)

### SHOWROOM (VITRINA)

(Max 4 paid positions with photo)

**Logo:** Max width 145 pixels, max height 92 pixels (high resolution 300 dpi), EPS file preferred

**Photo:** 500 (w) X 349 (h) pixels, JPEG (high resolution 300 dpi) AND 238 (w) X 166 (h) pixel (high resolution 300 dpi)

**Copy:** 100 words maximum

#### Items needed:

1. Logo (EPS file)
2. JPEG photo (hi-res) (Can accept EPS or TIFF)
3. 100 words of copy or less
4. URL (to generate click-throughs and drive traffic to your website or video channel)

**Email logo, photo, copy and URL to:**  
[products@mtgmediagroup.com](mailto:products@mtgmediagroup.com)

### SPONSORED CONTENT

Included with Sponsored Content Package.

[See page 7 for complete specifications.](#)

## CarneTec CarneTips

VITRINA TECNOLÓGICA NOTICIAS DE PROVEEDORES

VITRINA

**TIPPER TIE® RS4204: desarrollando engrapadoras automáticas**

Ahorro de costos: las máquinas con imágenes reflejadas permiten que un solo operador ejecute dos líneas simultáneamente. [Lea más.](#)



**Grandes beneficios de tecnologías avanzadas de inspección**

La empresa norteamericana Eagle Product Inspection anuncia el lanzamiento de una tecnología de inspección avanzada. [Lea más.](#)



**Colombia y su innovadora industria avícola**

**Micvac hace su debut en el mercado de Sudáfrica.**

CONTENIDO PATROCINADO

**Proteínas plasmáticas: usos y beneficios**

Las pérdidas por cocción, los rendimientos de rebanados y la vida útil están entre los criterios más importantes... [Lea más.](#)



NOMBRAMIENTOS Y CONTRATACIONES

**Diamond V amplía su presencia en Sudamérica**



La empresa norteamericana Diamond V anunció que nombró a Paulo Raffi al cargo de Especialista Técnico en Avicultura, para su división en... [Lea más.](#)



**José A. Erazo se une a Cantrell como ingeniero de ventas**

NOTICIAS DE PROVEEDORES

**Sistema automatizado de desinfección de manos y botas**



ProTech XV de Meritech es un nuevo sistema automatizado de desinfección de manos y botas con una capacidad de hasta 15 empleados por minuto. [Lea más.](#)

**Ingredientes naturales y sus notables ventajas**

Derechos reservados del autor © 2017 Marketing & Technology Group

 [Unsubscribe](#) Entre aquí para cancelar su suscripción  
Política de Privacidad  
MTG Media Group  
1415 N. Dayton Chicago, IL 60642  
EEL/LL

### SEND CARNETIPS E-NEWSLETTER AD MATERIALS TO:

Production Manager  
CarneTec Magazine  
c/o Marketing & Technology Group  
[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

### MATERIALS DUE

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

## CARNETIPS E-NEWSLETTER (CONTD.) (SPANISH)

### NON-PAID COVERAGE IN CARNETIPS NEWSLETTER

Marketers can submit press releases and photos for consideration to [products@mtgmediagroup.com](mailto:products@mtgmediagroup.com).

**Photo:** 500 (w) X 349 (h) pixels JPEG (high resolution 300 dpi)  
AND 238 (w) X 166 (h) pixels JPEG (high resolution 300 dpi)

### CATEGORIES ARE AS FOLLOWS:

**SHOWROOM**—covers equipment and products for the meat processing industry

**PEOPLE ON THE MOVE**—covers personnel appointments among processing companies and suppliers

**SUPPLIER NEWS**—includes company news (excluding products and personnel) from suppliers to the meat processing industry.

### SEND PRESS RELEASES AND PHOTOS TO:

[products@mtgmediagroup.com](mailto:products@mtgmediagroup.com)

# CarneTec CarneTips

VITRINA TECNOLÓGICA NOTICIAS DE PROVEEDORES

VITRINA

**TIPPER TIE® RS4204: desarrollando engrapadoras automáticas**

Ahorro de costos: las máquinas con imágenes reflejadas permiten que un solo operador ejecute dos líneas simultáneamente. [Lea más.](#)

1 

**Grandes beneficios de tecnologías avanzadas de inspección**

La empresa norteamericana Eagle Product Inspection anuncia el lanzamiento de una tecnología de inspección avanzada. [Lea más.](#)

 eagle

**Colombia y su innovadora industria avícola**

**Micvac hace su debut en el mercado de Sudáfrica.**

CONTENIDO PATROCINADO

**Proteínas plasmáticas: usos y beneficios**

Las pérdidas por cocción, los rendimientos de rebanados y la vida útil están entre los criterios más importantes... [Lea más.](#)

 **PROTEINA**

NOMBRAMIENTOS Y CONTRATACIONES

**Diamond V amplía su presencia en Sudamérica**

La empresa norteamericana Diamond V anunció que nombró a Paulo Raffi al cargo de Especialista Técnico en Avicultura, para su división en... [Lea más.](#)

 **Diamond V**

2 **José A. Erazo se une a Cantrell como ingeniero de ventas**

NOTICIAS DE PROVEEDORES

**Sistema automatizado de desinfección de manos y botas**

ProTech XV de Meritech es un nuevo sistema automatizado de desinfección de manos y botas con una capacidad de hasta 15 empleados por minuto. [Lea más.](#)

3 

**Ingredientes naturales y sus notables ventajas**

Derechos reservados del autor © 2017 Marketing & Technology Group

 Entre aquí para cancelar su suscripción  
Política de Privacidad  
MTG Media Group  
1415 N. Dayton Chicago, IL 60642  
E.E.U.U.

## CARNEDICAS E-NEWSLETTER (PORTUGUESE)

### SHOWROOM (VITRINE)

(Max 4 paid positions with photo)

**Logo:** Max width 145 pixels; max height 92 pixels (high resolution 300 dpi), EPS file preferred

**Photo:** 500 (w) X 349 (h) pixels JPEG (high resolution 300 dpi) AND 238 (w) X 166 (h) pixels JPEG (high resolution 300 dpi)

**Copy:** 100 words maximum

#### Items needed:

1. Logo (EPS file)
2. JPEG photo (hi-res) (Can accept EPS or TIFF)
3. 100 words of copy or less
4. URL (to generate click-throughs and drive traffic to your website or video channel)

Email logo, photo, copy and URL to:  
[products@mtgmediagroup.com](mailto:products@mtgmediagroup.com)

### SPONSORED CONTENT

Included with Sponsored Content Package.

[See page 7 for complete specifications.](#)

## CarneTec CarneDicas

VITRINE TECNOLÓGICA NOTÍCIAS DE FORNECEDORES

VITRINE

**Lançamento da Allpax reduz contaminação de alimentos.**



A Allpax, uma marca da ProMach, apresenta seu novo sistema de rastreamento de cargas... [Mais](#)

**ALLPAX**

---

**Inovação da Marel facilita porções de carne desossada.**



As empresas que querem fazer porções de carne de frango com peso fixo agora têm uma boa opção. [Mais](#)

**1**

**Novas soluções para refrigeração industrial**

**Biogénesis Bagó e GlobalGen anunciam nova colaboração.**

---

CONTEÚDO PATROCINADO

**O setor de carnes na América do Sul**



A produção mundial de carnes deverá crescer a 357 milhões de toneladas métricas anuais em 2025... [Mais](#)

**2**

**CONTRATAÇÕES E NOMEAÇÕES**

**Tobias Weber: o novo diretor executivo da Weber**



Tobias Weber é o novo diretor executivo da empresa alemã Weber Maschinenbau desde o dia primeiro de janeiro. [Mais](#)

**weber**

---

**Novo gerente de mercado da Diamond V no Brasil**

---

NOTÍCIAS DE FORNECEDORES

**Multivac abre centro de produção na Alemanha**



MULTIVAC Marking & Inspection inaugurou um centro de produção e administração na cidade alemã de Enger, com um investimento de 3 milhões de euros. [Mais](#)

---

**Paletização robotizada para o processamento de alimentos**

---

Direitos reservados do autor © 2017 Marketing & Technology Group

Click aqui para cancelar sua assinatura

Política de Privacidade

MTG Media Group

1415 N. Dayton Chicago, IL 60642

EUA

SEND CARNEDICAS E-NEWSLETTER AD MATERIALS TO:

Production Manager

CarneTec Magazine

c/o Marketing & Technology Group

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com) (Spanish language materials)

**MATERIALS DUE**

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



## CARNEDICAS E-NEWSLETTER (CONTD.) (PORTUGUESE)

### NON-PAID COVERAGE IN CARNEDICAS NEWSLETTER

Marketers can submit press releases and photos for consideration to [products@mtgmediagroup.com](mailto:products@mtgmediagroup.com).

**Photo:** 500 (w) X 349 (h) pixels, JPEG (high resolution 300 dpi) AND 238 (w) X 166 (h) pixel (high resolution 300 dpi)

### CATEGORIES ARE AS FOLLOWS:

**SHOWROOM (VITRINE)**—covers equipment and products for the meat processing industry

**PEOPLE ON THE MOVE (CONTRATAÇÕES E NOMEAÇÕES)**—covers personnel appointments among processing companies and suppliers

**SUPPLIER NEWS (NOTÍCIAS DE FORNECEDORES)**—includes company news (excluding products and personnel) from suppliers to the meat processing industry.

### SEND PRESS RELEASES AND PHOTOS TO:

[products@mtgmediagroup.com](mailto:products@mtgmediagroup.com)

# CarneTec CarneDicas

VITRINE TECNOLÓGICA NOTÍCIAS DE FORNECEDORES

**VITRINE**

**Lançamento da Allpax reduz contaminação de alimentos.**



A Allpax, uma marca da ProMach, apresenta seu novo sistema de rastreamento de cargas... [Mais](#)

**ALLPAX**

---

**Inovação da Marel facilita porções de carne desossada**



As empresas que querem fazer porções de carne de frango com peso fixo agora têm uma boa opção. [Mais](#)

---

**Novas soluções para refrigeração industrial**

**Biogénesis Bagó e GlobalGen anunciam nova colaboração**

---

**CONTEÚDO PATROCINADO**

**O setor de carnes na América do Sul**



A produção mundial de carnes deverá crescer a 357 milhões de toneladas métricas anuais em 2025... [Mais](#)

**Corbion**

---

**CONTRATAÇÕES E NOMEAÇÕES**

**Tobias Weber: o novo diretor executivo da Weber**



Tobias Weber é o novo diretor executivo da empresa alemã Weber Maschinenbau desde o dia primeiro de janeiro. [Mais](#)

**weber**

---

**Novo gerente de mercado da Diamond V no Brasil**

---

**NOTÍCIAS DE FORNECEDORES**

**Multivac abre centro de produção na Alemanha**



MULTIVAC Marking & Inspection inaugurou um centro de produção e administração na cidade alemã de Enger, com um investimento de 3 milhões de euros. [Mais](#)

---

**Paletização robotizada para o processamento de alimentos**

---

Direitos reservados do autor © 2017 Marketing & Technology Group

Click aqui para cancelar sua assinatura  
Política de Privacidade  
MTG Media Group  
1415 N. Dayton Chicago, IL 60642  
USA



# CARNETEC WEBINARS

## CAPACITACIÓN VIRTUAL (SPANISH ONLY)

### ASSOCIATE YOUR BRAND WITH EDUCATIONAL CONTENT RELEVANT TO LATIN AMERICAN MEAT PROCESSORS.

- Logo and sponsor identification in a minimum of two email blasts prior to the event
- Logo and sponsor identification in web ads on CarneTec.com
- Logo and sponsor identification in two CarneTec newsletters prior to the event
- Logo and sponsor identification at the beginning and end of virtual event
- Verbal thank you to sponsor at beginning and end of virtual event
- 30-second sponsor messaging mid-event
- Custom question included in post-survey questionnaire
- List of all participants (attendees and registrants), companies and titles

#### What you need to provide:

1. JPG, EPS or Illustrator file format  
We will resize for web ads, newsletters and webinar slides.
2. Slides for 30 second commercial
3. Presenter for commercial
4. Survey question

#### Contact:

Contact [acarter@mtgmediagroup.com](mailto:acarter@mtgmediagroup.com) for details.



## IMPROVE EMAIL CAMPAIGN RESULTS BY FOLLOWING BEST PRACTICES

### 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. and international email marketing laws. If your e-mails are compelling our audience generally will not opt-out.

**TESTING:** CarneTec 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.***



[CLICK HERE TO DOWNLOAD OUR  
BEST PRACTICES BROCHURE.](#)

### FOR QUESTIONS ABOUT EMAIL MATERIALS CONTACT

**PAM STURGESS**

[psturgess@mtgmediagroup.com](mailto:psturgess@mtgmediagroup.com)

### FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT REPRESENTATIVE.

# CARNETEC EMAIL MARKETING CAMPAIGNS

## DESIGN AND CODING SPECIFICATIONS

### HTML SPECIFICATIONS

1. HTMLs must be sent as an attachment
2. 600 pixels wide X 1500 pixels high. Do not exceed 700 (w) x 3000 (h) pixels.
3. No file size larger than 30k
4. Avoid javascript, any scripting language and style sheets
5. Eblast must include the advertiser's physical address to comply with CAN SPAM laws

### GRAPHICS SPECIFICATIONS

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

### URL SPECIFICATIONS

1. No longer than 62 characters (longer URLs 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 QUESTIONS ABOUT EMAIL MATERIALS CONTACT

### PAM STURGESS

[psturgess@mtamediagroup.com](mailto:psturgess@mtamediagroup.com)

## FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT REPRESENTATIVE.

# 3RD-PARTY EMAIL MARKETING CAMPAIGNS

## HOW TO SET UP YOUR EMAIL MARKETING CAMPAIGN

**STEP 1:** Contact your account executive to confirm all send dates and the circulation select.

**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](mailto: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.

Materials are due TWO (2) WEEKS prior to the send date.

## FOR QUESTIONS ABOUT EMAIL MATERIALS CONTACT

**PAM STURGESS**

[psturgess@mtgmediagroup.com](mailto:psturgess@mtgmediagroup.com)

## FOR QUESTIONS ABOUT SCHEDULING AND LISTS CONTACT YOUR ACCOUNT EXECUTIVE

# CONTACT YOUR CARNETEC ACCOUNT EXECUTIVE

## CARNETEC PRODUCTION

### AMY CARTER

Production Manager

773-376-0344

Emails:

[Spanishprintmaterialscol@carnetec.com](mailto:Spanishprintmaterialscol@carnetec.com)

[webmaterialscol@carnetec.com](mailto:webmaterialscol@carnetec.com)

[Portugueseprintmaterialsbol@carnetec.com](mailto:Portugueseprintmaterialsbol@carnetec.com)

[webmaterialsbol@carnetec.com](mailto:webmaterialsbol@carnetec.com)

## UPLOAD FILES:

<http://sendit.mtgmediagroup.com>.

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

---

### BILL KINROSS

VP, Group Publisher

[bkinross@carnetec.com](mailto:bkinross@carnetec.com)

+1-312-274-2214

---

### DE LUCA FILHO

Latin America Sales Director (Brazil)

[deluca@carnetec.com.br](mailto:deluca@carnetec.com.br)

+55 (11) 99611-1202

---

### JOHN MCMILLAN

[jmcmillan@carnetec.com](mailto:jmcmillan@carnetec.com)

+1 402-203-4585

---

### KAREN MORIARTY

[kmoriarty@carnetec.com](mailto:kmoriarty@carnetec.com)

+1 630-877-4115

---

### JEFF SUTLEY

[jsutley@carnetec.com](mailto:jsutley@carnetec.com)

+1 551-427-2263