

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



Half/full banner*
234x60/468x60 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

			
<p>Leader board 728 x 90 pixels</p>	<p>Box banner 120 x 90 pixels</p>	<p>Rectangle 336 x 280 pixels</p>	<p>Full banner* 468 x 60 pixels * not run of site</p>
			
	<p>Advertorial 200 characters, picture 70 x 70 pixels or 100 x 50 pixels</p>		<p>Logo link Company name of max. 45 characters, slogan of max. 45 characters, logo 60 x 30 pixels</p>

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

		
<p>Half banner 234 x 60 pixels</p>	<p>Full banner 468 x 60 pixels</p>	<p>Advertorial 300 characters, picture logo 70 x 70 pixels or 100 x 50 pixels</p>

Newsletter MeatInternational.com

		
<p>Box banner 120 x 90 pixels</p>	<p>Full banner 468 x 60 pixels</p>	<p>Advertorial 300 characters, picture logo 70 x 70 pixels or 100 x 50 pixels</p>