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**RED MIDIA**

**Digital Magazines:**

Tecnología Avipecuaria en Latinoamérica  
Cerdos-Swine Tecnología Internacional

**WEBSITES:**

[www.midia.com.mx](http://www.midia.com.mx)  
[www.midiatecavipec.com](http://www.midiatecavipec.com)  
[www.mascotasdigital.com](http://www.mascotasdigital.com)  
[www.ejecutivosdehoy.com](http://www.ejecutivosdehoy.com)

**DIGITAL MAGAZINES**

**Tecnología Avipecuaria en Latinoamérica and Cerdos-Swine, Tecnología Internacional**




Specialized Digital Publications in Spanish for producers, entrepreneurs and suppliers of the SWINE, POULTRY, FEED, VETERINARY and other industries related to the animal industry in Latin America.

The digital Magazines are sent by E-MAIL the 1st. week of each month. Advertisers can send us a list of e-mails of individuals or companies they would like us these digital magazines. The magazine will be viewed in your screen with easily readable text and high quality images.

**SIZES**

**Trim size 8.268" x 10.63" (210 mm. x 270 mm)**

**Standard unit sizes:**

	<b>Inches</b>	<b>Millimeters</b>	<b>1 PAGE</b>	<b>1/2 PAGE</b>	<b>1/3 PAGE</b>
	<b>Width x Depth</b>	<b>Width x Depth</b>			
1 PAGE	8.268" x 10.63"	210 x 270			
1/2 Page, 3 cols. wide	8.268" x 5.118"	210 x 130			
1/3 Page, 1 col. wide	2.953" x 10.63"	75 x 270			

**FILE FORMAT.** PDF files are the preferred format and should be PDF/X1A compliant for best results. To generate print quality PDFs it is important that the native file is prepared correctly:

- 2 page spreads as single page files
- Set page size to final size of advertisement.
- Set bleeds 1/8" beyond trim.
- Keep live copy which should not be trimmed 3/8" from bleed edges.
- All images should be in CMYK color, 300 dpi resolution and placed at 100% size.

RATES (US dollars)

FREQUENCY	1X	3X	6X	12X
<b>Size</b>				
1 Page	990	940	895	845
1/2 Page	660	640	620	570
1/3 Page	420	400	380	360

WEBSITES

[www.redmedia.com](http://www.redmedia.com)

All these **Websites** and **DIGITAL Magazines** can be accessed from our **Institutional page**: [www.redmedia.com](http://www.redmedia.com). Data and cross references are found in a logical sequence. You will find that it takes LESS time and effort to click to go from page to page in a **DIGITAL MAGAZINE** than to turn from page to page in a printed magazine and ALL IN THE COMFORT OF YOUR COMPUTER'S SCREEN.

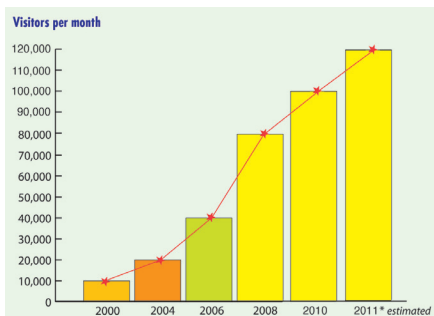
[www.midia.com.mx](http://www.midia.com.mx)  
Multidisciplinary website since 1999

[www.midiathecavipec.com](http://www.midiathecavipec.com)  
Poultry, Feed & Swine since 2002

[www.mascotasdigital.com](http://www.mascotasdigital.com)  
Pets website since 2006

[www.ejecutivosdehoy.com](http://www.ejecutivosdehoy.com)  
Headhunting since 2004

LOCATION AND NUMBER OF VISITORS (2011)



**2012 ADVERTISING & PLANNING CALENDAR**

Month	Emphasis	Advertising Deadline
January	Atlanta Report/Additives	November 5, 2011
February	Genetics/Reproduction	January 5, 2012
March	Nutrition/Feeding	February 5, 2012
April	Animal Mgt/Mexico Poultry Specialists	March 5, 2012
May	Processing/Equipment	April 5, 2012
June	Prevention & Health	May 5, 2012
July	Biotechnology/Mexico Swine Specialists	June 5, 2012
August	Further Processing	July 3, 2012
September	Latin American Poultry Congress	August 7, 2012
October	Animal Production/Incubation	September 4, 2012
November	Latin American Supplier Directory	October 3, 2012
December	IPE-AFIA Atlanta 2013	November 1, 2012

**Websites banners**

**A) Leader Board (728 x 92 px)**

6 months..... \$ 1,220 usd  
 1 year ..... \$ 2,335 usd

**B) Full Banner (468 x 60 px)**

6 months..... \$ 1,190 usd  
 1 year ..... \$ 2,060 usd

**C) Vertical Banner (120 x 240 px)**

6 months..... \$ 870 usd  
 1 year ..... \$1,590 usd

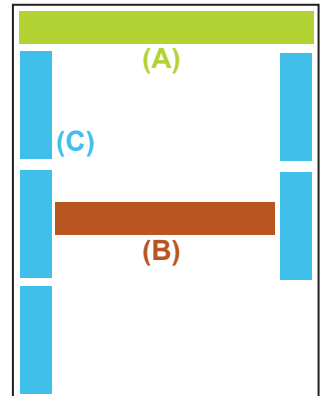
Banners must be send in jpg, flash, gif or animated gif, without sounds, at 72 dpi resolution, 24-bit RGB color.

\* Prices are net. Website and banner stats will be available upon request every 30 days

**Biweekly Newsletter sent to 20,000 subscribers via e-mail**

1 month.....\$ 240 usd  
 3 months.....\$ 600 usd  
 6 months.....\$ 1,080 usd  
 1 year .....\$ 2,160 usd

**Banner location Map**



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