



**Complete Swine
Informational Website**

**2012
Media Kit**

Banner Advertisement Placement

Banner insertions run nationally or **geo targeted**, rotation and non-rotation spots are available.

Top Panel Leaderboard - Sizes 726 x 60 or 726 x 90



Banminth[®] to the Rescue!
 Trusted Worm Treatment for Swine
 • Proven • Convenient • Low Cost • Assured Delivery
 Refer to product label for warnings and indications. Use only as directed. Withdraw 24 hours prior to slaughter.
[Click Here for More Info](#)

Middle Panel Banner - Size 503 x 140



THE NEW GOLD STANDARD
 For more information on protection from *M. Hyo* and PCV2
[CLICK HERE](#)

Middle Content and Sidebar Banners - Size 220 x 90



Pigs eating into your profits?

Homepage Banners

- Top Panel Leader Panel (726x60): \$12,000 annually/\$1,500 monthly
- Bottom Panel (726x60): \$6,000 annually/\$800 monthly
- Top Middle Panel (503X140): \$10,000 annually/\$1,200 monthly
- Left/Right Content Side Panel (220X90): \$6,000 annually/\$800 monthly
- Middle Content Panel (220X90): \$5,000 annually/\$700 monthly

Regional Banners

(Iowa, Minnesota, Nebraska, Ohio, Illinois, Indiana, Eastern/Western Canada)

- Top Panel Leader Panel (726X60): \$10,000 annually/\$1,200 monthly
- Top Middle Panel (503X140): \$8,000 annually/\$1,000 monthly
- Left/Right Content Side Panel (220X90): \$5,000 annually/\$700 monthly
- Middle Content Panel (220X90): \$3,000 annually/\$400 monthly

Sub Page/Special Content Banners

(Jim Long Commentary, Market Reports, Swine News, Technical Info, Commentaries, Videos, Swine Market Center, Events)

- Top Middle Panel (503X140): \$6,000 annually/\$800 monthly (5 posted weekly)

News/Content Story Banners:

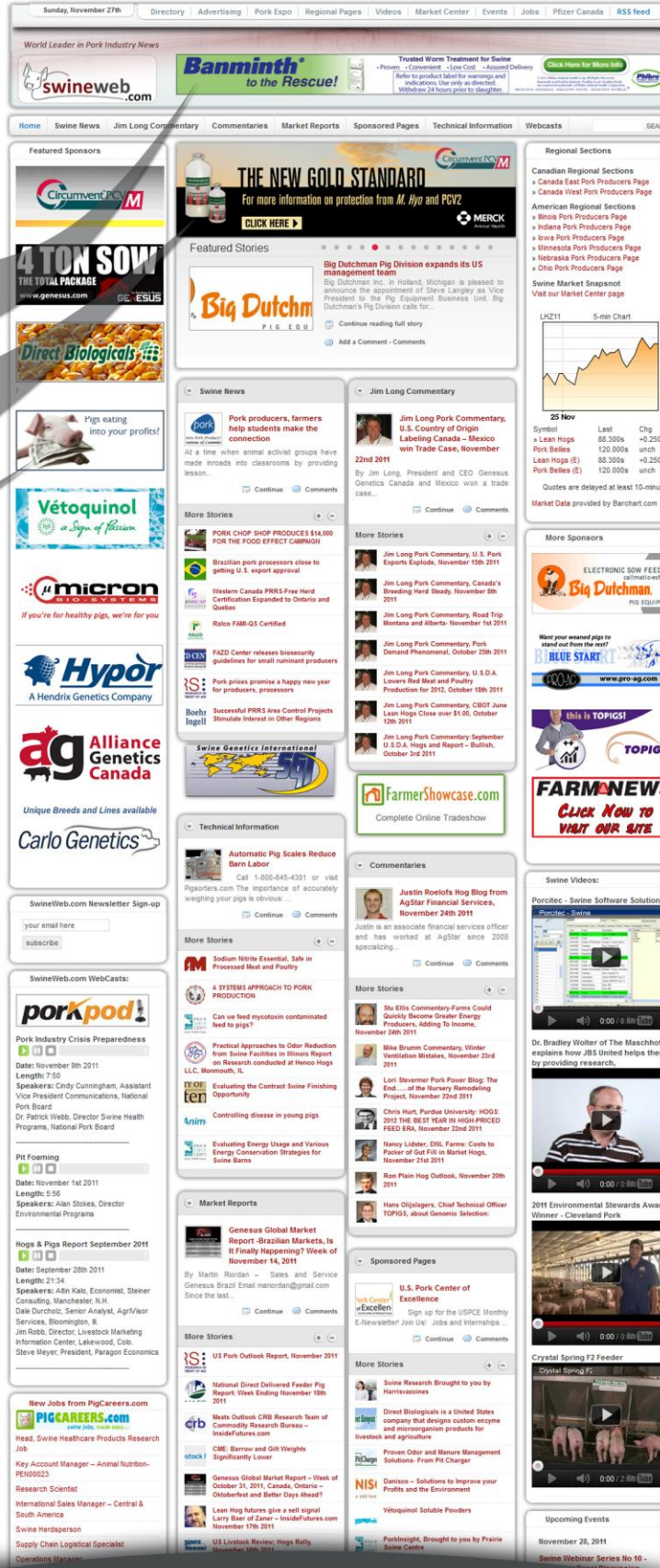
(Banners embedded within specific and targeted content)

- Top Middle Panel (503X140): \$6,000 annually/\$800 monthly (5 posted weekly)

Other Customized Banners

(Banners embedded within specific and targeted content)

- Top Layer/Floating AD, Pop Up, Expandable Ads, Text Ads: TBD



The screenshot shows the swineweb.com website interface. At the top, there's a navigation bar with links for Directory, Advertising, Pork Expo, Regional Pages, Videos, Market Center, Events, Jobs, Pfizer Canada, and RSS feed. The main content area is divided into several sections:

- World Leader in Pork Industry News:** Features a prominent advertisement for Banminth[®] "to the Rescue!" with a "Click Here for More Info" button.
- Featured Sponsors:** Includes Circumvent PCV M, 4 TON SOV (THE TOTAL PACKAGE), and Direct Biologicals.
- Featured Stories:** A large story titled "Big Dutchman Pig Division expands its US management team" is highlighted.
- Swine News:** A list of news items, including "Pork producers, farmers help students make the connection" and "Pork Chop Shop produces \$4,000 for the Food Effect Campaign".
- Jim Long Commentary:** A section for commentary by Jim Long, including "U.S. Country of Origin Labeling Canada - Mexico win Trade Case" and "Pork prices promise a happy new year for producers, processors".
- Technical Information:** Includes articles like "Automatic Pig Scales Reduce Barn Labor" and "Sodium Nitrite Essential, Safe in Processed Meat and Poultry".
- Market Reports:** Features a "Genesee Global Market Report: Brazilian Markets, Is It Finally Happening? Week of November 14, 2011" and "US Pork Outlook Report, November 2011".
- Regional Sections:** Lists regional producer pages for Canadian, American, and Minnesota regions.
- Market Data:** A table showing market data for Lean Hogs, Pork Bellies, and Lean Hogs (E) with columns for Symbol, Last, and Chg.
- More Sponsors:** Includes advertisements for Big Dutchman, Blue Star, and Topigs.
- Swine Videos:** A section for video content, including "Justin Roelofs Hog Blog from AgStar Financial Services" and "Dr. Bradley Fowler of The Maschoffs explains how JBS United helps them by providing research".
- Sponsored Pages:** Includes "U.S. Pork Center of Excellence" and "Direct Biologicals is a United States company that designs custom enzyme and microorganism products for livestock and agriculture".

Sponsored Content/Sponsored Page


Sponsor a page or content placement on our site for unique content **marketing opportunities**.

Featured Sponsored Page: (http://swineweb.com/category/sponsored-sections/)

Host any sponsored information, text, banners, and videos live on your own page on Swineweb.com: **\$10,000 annually/\$850 monthly**


Homepage/Subpage Sponsored Content

Sponsored corners, featured articles: **\$6,000 annually/\$800 monthly**




Direct Biologicals

Pigs eating into your profits?




Water alone IS NOT ENOUGH!




micron

If you're for healthy pigs, we're for you

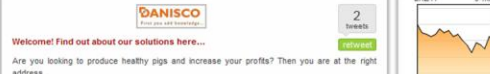


Hypor

A Hendrix Genetics Company



ag Alliances Canada



DANISCO

Welcome! Find out about our solutions here...

Are you looking to produce healthy pigs and increase your profits? Then you are at the right address.

Danisco Animal Nutrition research, develops and manufactures enzymes, betaine and probiotics to ensure healthy nutrition solutions for the most relevant issues faced by the global feed industry. Our products are backed up by extensive research and are produced in our own manufacturing facilities throughout the world to the highest production standards. We believe in working in partnership and have developed a range of services to ensure a high degree of customer satisfaction and enhanced profitability.

Thank you for visiting us. Enjoy browsing and exploring what we have to offer for swine production. If you like what you see, we look forward to hearing from you and learn about your specific needs. Please visit our page regularly for Danisco swine news and articles!

Visit us at www.danisco.com/animalnutrition/
Contact us: info.animalnutrition@danisco.com

Tel: 1.314.771.7766
Toll Free: 888.306.7766

Key issues determining profitability in today's swine industry are **price volatility in raw materials** being able to **meet your production targets**, **reducing environmental impact** and **high feed costs**.

News

Boost your risk management capability with enzymes – Jones, G., All About Feed.net – Vol 2 – Nr 2 – 2011. Risk management is a hot topic and companies in most industries are assigning resources to risk management. Enzymes offer an effective tool in risk management strategies to counter raw material price volatility in the animal feed industry. [More](#)

Don't be a victim of price volatility – Jones, G., Western Hog Journal, Spring 2011. The swine industry carries more uncertainty than it previous years, with higher volatility particularly in relation to inputs. Risk management is becoming a hot topic and the ability to make smart decisions about which tools and technologies best support risk management efforts. [More](#)

Feeding DFMs offers piglets a healthy start – Jones, G., Feedstuffs, October 25, 2010. Supplementing sow feed in late pregnancy with a direct-fed microbial product based on Bacillus subtilis spores helps establish beneficial bacteria into the piglet's gut more quickly. [More](#)

How to get more meat from wheat – Jones, G., Pig World, February 2010. You don't have to let variability in wheat translate into variability in pig performance. [More](#)



Newsletter

Help honor pork caregivers who reach for higher standards



Nominate today 

- Swineweb.com Sections**
- Home
 - Commentaries
 - Swine News
 - Jim Long Pork Commentary
 - Technical Information
 - Market Reports
 - Sponsored Sections
 - Swine Directory
 - Advertising
 - Chat
 - Pork Expo
 - Regional Pages
 - Videos
 - Markets
 - Events
 - Web Casts

SwineWeb.com November 2011 Newsletter

For all of your daily swine information needs, visit: <http://www.swineweb.com>

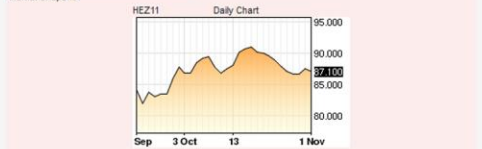
Pork Commentary by Jim Long, President and CEO, Genesus Inc

Jim Long Pork Commentary, Road Trip Montana and Alberta- November 1st 2011

By Jim Long, President and CEO Genesus Genetics Last week we went to the state of Montana and the Canadian province of Alberta. The purpose of the visit was to have group meetings with Genesus customers and prospects. Of course....

(Continue reading)

Visit the [Swineweb.com Market Center](#)



Name	Month	Last	Change
Lean Hogs	Dec-11	86.975	-0.500
Lean Hogs	Feb-12	89.875	-0.475
Pork Bellies	Feb-12	120.000	0.000
Pork Bellies	Mar-12	120.000	0.000
Corn	Dec-11	633.6	-13.2
Soybeans	Nov-11	1186.0	-21.4
Wheat	Dec-11	616.6	-11.4
Feeder Cattle	Nov-11	139.275	-0.775
Live Cattle	Dec-11	116.125	-0.475
Dried Grain Futures	Nov-11	112.8	0.0
Crude Oil WTI	Dec-11	90.41	-2.78
U.S. Dollar Index	Dec-11	77.550	+1.244
DJIA	Dec-11	11675	-222

Quotes retrieved on November 01, 2011, 09:35:50 AM CDT

Other Commentaries

- Weekly Roberts Agricultural Commodity Market Report November 1, 2011**
- Peggy Flax a Family Swine Farmer from South Charleston Ohio- Do You Know Your Own Product? October 31st 2011**
- Halle Frobose Pork Industry Ripa from Oklahoma St University. Where your story began- October 31st 2011**

Swine Newsletter/Email Marketing

Market a wide variety of messages or banners in the Swineweb.com Swine Industry Newsletter to over **8500** email subscribers, and **12,000** direct mail subscribers

Swine Newsletter Banners

- Top Panel Leader Panel (726x60): \$8,000 annually/\$1,000 per newsletter**
- Left Panel (220X90): \$6,000 annually/\$700 per newsletter**
- Middle Content Panel (flex sizes): \$6,000 annually/\$700 per newsletter**

Swine Newsletter Content/Video Sponsor

Featured Product Review/Sponsored Editorial/Video: \$4,000 annually/\$600 per newsletter

Swine Email/Direct Mail List Rental

(Send a message advertorial through a newsletter format)

Email and Direct Mail List Rental (price TBD on creative needs)

Your piglets need iron. But how much?



FarmerShowcase.com

Complete Online Tradeshaw

THE NEW

Digital Web Cast and Video Media

Broadcast and stream your own content series through a podcast and digital media features

Sponsored Pod Cast Series

(A series of web casts published on a frequent basis in a sponsored format)

6-10 Pod Series (specific branded section created and marketed):
\$8,000 to \$10,000 annually

Regular Pod Series Sponsor

(Recognized or Commercial Sponsors, receive client mentions, banner sponsorship or 30 second audio commercials)

General Pod Series Sponsor: \$5,000 annually







Exclusive Pod Series Sponsor: \$15,000 annually

Video Marketing


(Submit corporate videos, company presentations, or sales videos)

4-10 Video Series (homepage and subpage videos):
\$4,000 annually - \$10,000 annually

Pork Industry Crisis Preparedness


Share      

Tagged with: [r](#) [web](#)






0 tweets
[tweet](#)


Provided from Pork Checkoff



Pork Industry Crisis Preparedness

Date: November 9th 2011
 Length: 7:50
 Speakers: Cindy Cunningham, Assistant Vice President Communications, National Pork Board
 Dr. Patrick Webb, Director Swine Health Programs, National Pork Board
 If you enjoyed this post, make sure you [subscribe to my RSS feed!](#)
 Bookmark With:





Jim Eadie
 Pork Leader



jim.eadie@swineweb.com
 www.swineweb.com

P: 519.438.0444
 M: 226.448.0389

Other Opportunities

Business Directory Listing:

Enhanced business listing : **\$500 annually**

Other opportunities can be customized and created upon request

Professional Services:

Web programming and design, Graphic Design, Marketing Consulting