SPONSORED CONTENT
Guidelines

as of 10/1/13

MEISTERMEDIA WORLDWIDE

“Advertorial” ad material: print

Required components

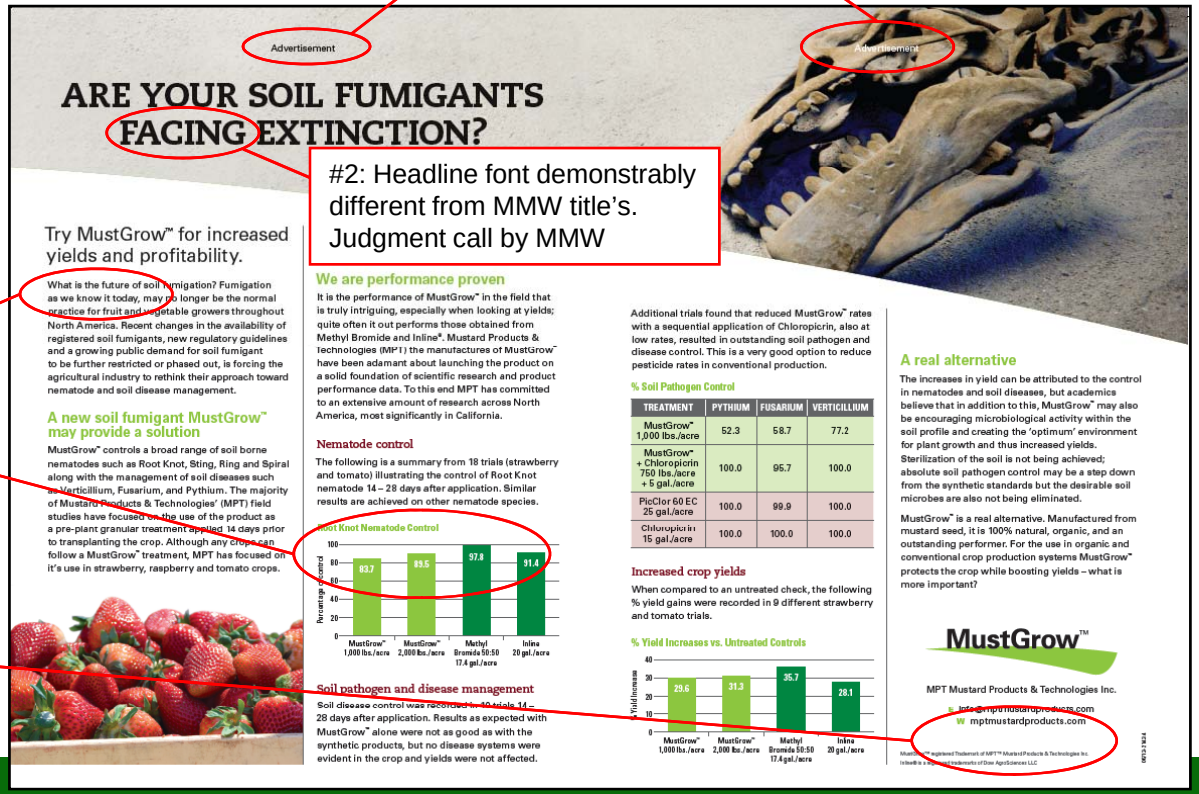
#1: “Advertisement” at top of each page, same size as title’s body copy, minimum

#2: Headline font demonstrably different from MMW title’s. Judgment call by MMW

#3: Body copy different than MMW title’s – preferably sans serif

#4: Cannot directly replicate tabheads, footnotes and other design devices

#5: Can recognize – in text, not logo – that piece was custom-produced by MMW

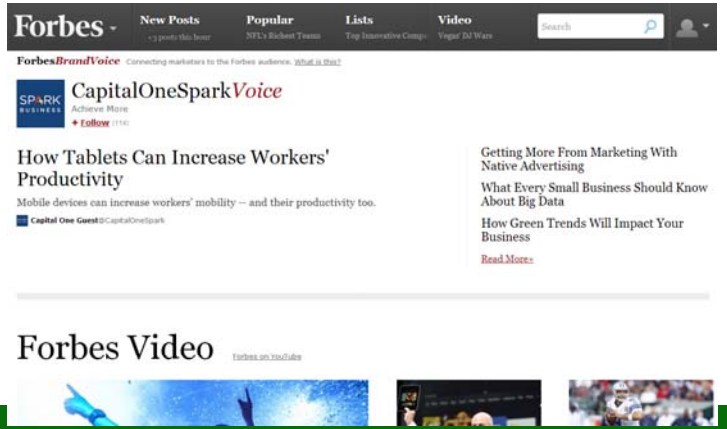


“Sponsor Content” in topical enewsletters

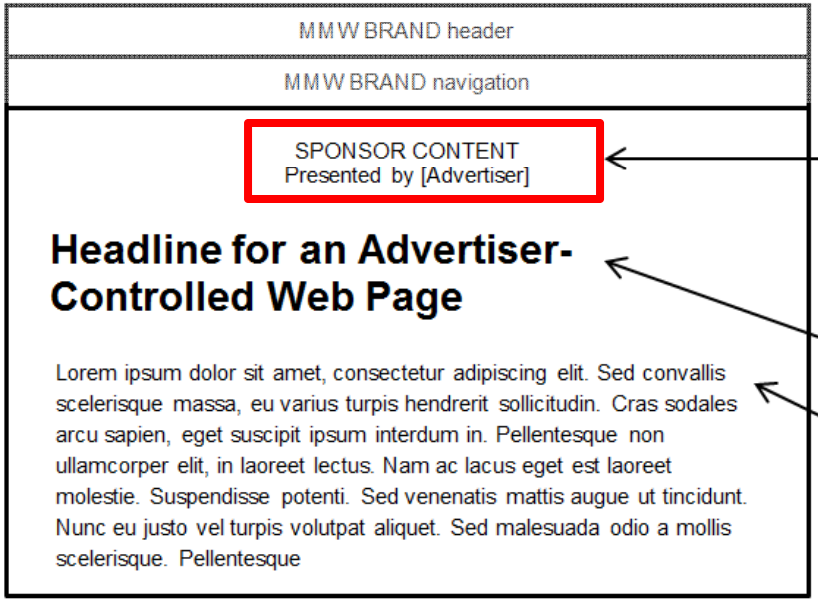
Sponsor Content

Headline for an Advertiser-Controlled Topical-eNews Item

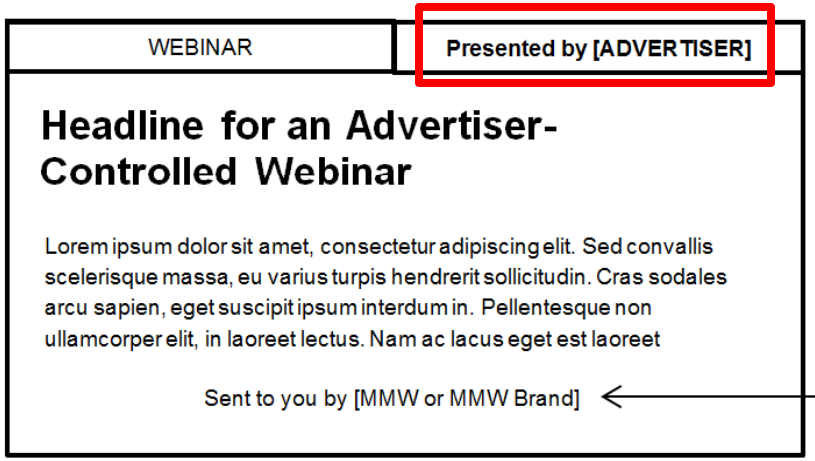
NOTE: This same approach may be used on MMW-title web pages for display / preview of advertiser-controlled content. Example:



Advertiser-controlled web page



Advertiser-controlled webinar – minimal MMW brand presence



MMW or MMW Brand referenced in footer in type size no larger than body copy

Advertiser-controlled webinar – minimal MMW brand presence

Greenhouse GROWER

Webinar

Sponsored by

PRO-MIX

Coir Chunk Media - A Good Choice For Long-Term Crops

Tuesday, June 11 at 2 p.m. Eastern, 11 a.m. Pacific

One problem with peat-based growing medium in hanging baskets and long term-planters is that they are hard to re-wet with water after they have dried out.

Join Horticulture Specialist Troy Buechel for this informative webinar to learn how Premier Tech Horticulture is addressing this issue with a new growing medium called PRO-MIX HP-CC. This product contains a unique coir chunk that does not require a wetting agent to wet and helps to hold water while maintaining good air porosity. Find out how this unique product and ingredients can help reduce long-term wetting challenges for you and your customers.

PRO-MIX HP-CC can also be an economical replacement for a bark growing medium. Now might be a good time to find bark-based growing media alternatives in case supply becomes limited.

Click Here to Register!

Appropriate for advertiser-controlled content but NOT "sponsored" content

“Sponsor Content” for advertiser-controlled video

← No MMW brand watermark

[SPONSOR CONTENT] Tim Phelps Discusses PhytoGen Brand PHY 375 WRF

Time Phelps of Gaston, N.C. discusses how PhytoGen brand PHY 375 WRF has helped grow his cotton farming operation.

← ‘Sponsor Content’ (or ‘Advertiser Content’) in video title. (And hence in search results and video listings.)