

E-NEWSLETTERS

NOTICIAS DE LA INDUSTRIA/NOTÍCIAS DA INDÚSTRIA

NOTICIAS DE LA INDUSTRIA

Average Distribution: 3,797

Language: Spanish

Frequency: Every Monday and Thursday

NOTÍCIAS DA INDÚSTRIA

Average Distribution: 1,850

Language: Portuguese

Frequency: Monday through Friday

Meat and poultry processors through Latin America receive the latest industry news from CarneTec. Two newsletters assure that processors receive the information in the language they prefer. Brazilian subscribers receive a daily news update from CarneTec in Portuguese. Throughout Spanish speaking Latin America, CarneTec delivers the news on Monday and Thursday mornings. Enewsletter advertising builds your brand with frequent exposure. Sponsors are featured prominently at the top of each e-newsletter with a logo and sponsorship copy. You can choose to run different copy each day if desired. Choose the Spanish or Portuguese editions or advertise in both.

Logo: 145 (w) x 34 (h) pixels, 72 dpi gif or jpeg

File size: 250k ideal, 400k max

Copy: 50 words maximum

MATERIALS DUE

Two weeks prior to posting date



CARNETIPS/CARNE DICAS E-NEWSLETTER SPONSORSHIP

CARNETIPS E-NEWSLETTER

Average Distribution: 3,698

Language: Spanish

CARNE DICAS E-NEWSLETTER

Average Distribution: 1,770

Language: Portuguese

CarneTips (Spanish)/Carne Dicas (Portuguese) are weekly e-newsletters featuring new technical articles, new products and supplier news. Your company sponsors a technical article (articles are listed in the online editorial calendar) that appears in the e-newsletter. In addition to your logo and sponsorship copy appearing prominently at the top of the e-newsletter, an ad is placed adjacent to the technical article online. Readers can click on your website copy to view a video (optional), visit your website or request more information, which results in a sales lead for your company. Advertising can be purchased for the Spanish or Portuguese edition only, or full run.

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MATERIALS DUE

Two weeks prior to posting date

CarneTec
Miércoles, 26 de septiembre de 2012
CarneTips
Las mejores prácticas y actualizaciones técnicas de los editores de carnetec.com

Tecnologías de Procesamiento:
Mejorando la rebanabilidad de los productos tipo deli

Por Autor Invitado

Los procesadores pasan mucho tiempo y gastan energía en la formulación de productos y la inocuidad alimentaria relacionada a los productos cárnicos tipo delicatessen o deli. La habilidad de poder rebanarse bien con frecuencia es asumida y puede ser la causa de pérdida de rendimiento y, al final, la pérdida del consumidor. Las siguientes son unas cuantas sugerencias para consideración de los procesadores que desean asegurar una buena rebanabilidad de sus... Más

Información Relacionada:

weber[®]
The High Tech Company

Aprende como el gran rendimiento, la reducción de residuos del producto y el incremento de la producción, están ayudado a procesadores de medio tamaño como el sistema de Rebanado Weber 404 a recuperar su inversión en un periodo de 7 a 18 meses. Produce rebanadas perfectas en porciones de peso exactas a una velocidad de cuchilla de hasta 600 rpm.

***NOTA:** Esta dirección de correo electrónico no es monitoreada, así que le pedimos que por favor no conteste a este mensaje. Hemos colocado la liga de abajo para su conveniencia.

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¿Necesita cambiar su correo electrónico? Visite Ayuda/Membresía.
[Entre al área de Ayuda/Membresía de CarneTec.com](#)

¿Desea patrocinar este boletín?
Contacte a bktrrosa@meatmagazine.com o llame al +1-312-274-2214

¿NECESITA SOPORTE TÉCNICO?
Contacte a asulchucoc@carnetec.com

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CARNETEC BLOGS E-NEWS SPONSORSHIP (SPANISH ONLY)

Average Distribution: 3,433

Language: Spanish

The **CarneTec Blogs e-newsletter** reaches approximately 3,000 processors throughout Spanish-speaking Latin America. Insightful commentary from industry thought leaders on a variety of topics engages subscribers.

- **Animal Welfare and Health** – Belisario Roberto Eyzaguirre-Rojas focuses on issues relating to animal health, well-being, handling and animal slaughter. He is founder of the Peruvian National Service of Agricultural Safety (SENASA).
- **Development and Challenges of New Beef Cuts** – Dr. Antonio (Tony) Mata, creator of the Las Vegas Strip Steak, shares his perspectives on the U.S. and Latin American beef industry. The value, use and challenges of beef carcasses will be covered along with new and traditional beef cuts.
- **Experiences in Food Safety** – Eugenia Jimenez, MC – Industry consultant, Eugenia Jimenez, offers opinions on issues and concerns in food safety.
- **Innovations in Meat Processing Equipment** – Luis Moreno, director and founder, **Gerencia de Procesos Alimenticios-GPA** in Maracaibo, Venezuela, discusses developments and innovations in meat processing equipment.
- **Insight into the Pork Industry** – Erika Voogd, president of Voogd Consulting based in West Chicago, IL, discusses the ins-and-outs of the pork industry and experiences in Latin America in her monthly column. Pork health and handling, slaughter practices, along with safety and quality of pork meat products will be covered.
- **Meat Technology** – Dr. Jesus Velazco, editor at large of CarneTec, shares his knowledge, experience and analysis of meat processing.
- **Poultry Science: Opinion & Analysis** – Christine Alvarado, associate professor in poultry science, Texas A&M University (USA), shares insights on important topics to poultry processors, such as bird slaughter, first and further processing, food safety and quality as well as product packaging.

Your logo and 50-word message are displayed prominently in each newsletter. Ads generate sales leads and click-throughs.

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CarneTec

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