



EthanolProducer.com  
**MEDIA KIT 2012**

ONLINE ADVERTISING

# EthanolProducer.com offers:

■ Yearly Stats: 465,876 visits per year, 826,836 page views per year  
(Statistics are based on Google Analytics)

## Unique Visitors

Avg. Unique Visitors Per Month: 26,539  
Avg. Unique Visitors Per Year: 318,468

## Overall Visitors

Avg. Overall Visitors Per Month: 39,178  
Avg. Overall Visitors Per Year: 470,138  
Avg. Overall Pageviews Per Month: 69,327  
Avg. Pageviews Per Year: 831,924

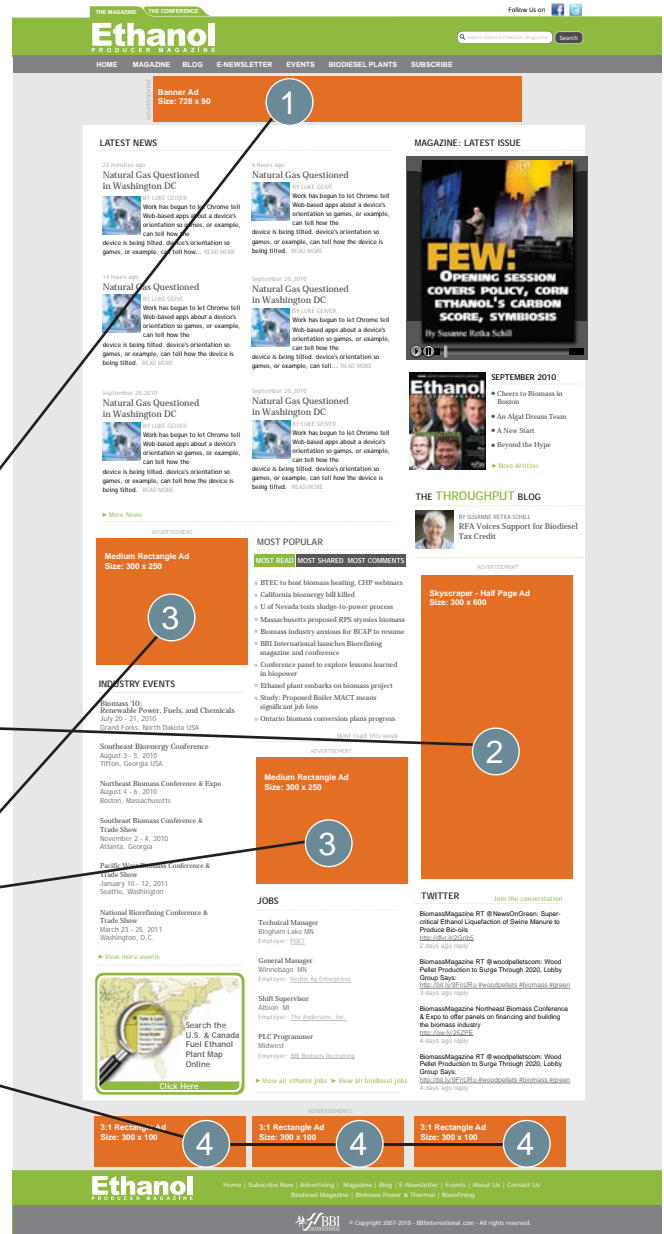
- Advertising starting at \$300 per month
- Web-exclusive news, feature articles and contributions from industry experts
- Archived articles, searchable by keyword, category, and/or issue
- EPM's Interactive Ethanol Plant Map and exclusive Ethanol Plant List (updated regularly)

Companies that advertise on EthanolProducer.com have the most potential ad impressions than any other ethanol specific advertising avenue in the world. With ad prices starting at \$300 per month, there is simply no more cost effective medium to reach your customers.

For more information call us today: 866-746-8385

# ADVERTISING OPPORTUNITIES

<b>LEADERBOARD</b>	<p><b>DIMENSIONS</b> 728 x 90 pixels</p> <p><b>FILE SIZE</b> Maximum file size 40k</p> <p><b>POSITION</b> Top of every page viewed within the site</p> <p><b>AVAILABILITY</b> 4 ad slots per month</p> <p><b>ROTATION</b> Maximum 4 ads rotate randomly</p> <p><b>FORMAT</b> JPEG, GIF, animated GIF, or Flash</p> <p><b>PRICE</b> \$995/month</p>
<b>SKYSCRAPER</b>	<p><b>DIMENSIONS</b> 300 x 600 pixels</p> <p><b>FILE SIZE</b> Maximum file size 40k</p> <p><b>POSITION</b> Right-hand side on every page viewed within the site</p> <p><b>AVAILABILITY</b> 4 ad slots</p> <p><b>ROTATION</b> Maximum 4 ads rotate randomly</p> <p><b>FORMAT</b> JPEG, GIF, animated GIF, or Flash</p> <p><b>PRICE</b> \$1,200/month</p>
<b>MEDIUM RECTANGLE</b>	<p><b>DIMENSIONS</b> 300 x 250 pixels</p> <p><b>FILE SIZE</b> Maximum file size 40k</p> <p><b>POSITION</b> Home page and right side within content</p> <p><b>AVAILABILITY</b> 10 ad slots</p> <p><b>ROTATION</b> Maximum 10 ads rotate in 3 spots - Minimum 20% ad view</p> <p><b>FORMAT</b> JPEG, GIF, animated GIF, or Flash</p> <p><b>PRICE</b> \$695/month</p>
<b>RECTANGLE</b>	<p><b>DIMENSIONS</b> 300 x 100 pixels</p> <p><b>FILE SIZE</b> Maximum file size 40k</p> <p><b>POSITION</b> Bottom of every page on the site</p> <p><b>AVAILABILITY</b> 10 ad slots</p> <p><b>FORMAT</b> JPEG, GIF, animated GIF, or Flash on every page</p> <p><b>PRICE</b> \$300/month</p>



# EthanolProducer.com

## 2012 Insertion Form

FAX FORM TO (701) 746-5367

### AD SIZES

LEADERBOARD  
\$995/month x \_\_\_\_\_ (# of ads) = \$ \_\_\_\_\_

SKYSCRAPER  
\$1,200/month x \_\_\_\_\_ (# of ads) = \$ \_\_\_\_\_

MEDIUM RECTANGLE  
\$695/month x \_\_\_\_\_ (# of ads) = \$ \_\_\_\_\_

RECTANGLE  
\$300/month x \_\_\_\_\_ (# of ads) = \$ \_\_\_\_\_

### MONTHS

\_\_\_\_\_ Number of months (Three month minimum)

\_\_\_\_\_ Starting month

### AD SUBMISSION FORMAT

\_\_\_\_\_ JPEG

\_\_\_\_\_ GIF

\_\_\_\_\_ Animated GIF

\_\_\_\_\_ Flash (Flash banners should include industry standard clicktags)

### CONTACT INFORMATION

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

#### QUESTIONS?

Contact us at 866-746-8385, or by email at [service@biiinternational.com](mailto:service@biiinternational.com)

Send artwork to [artwork@biiinternational.com](mailto:artwork@biiinternational.com)