

EDITORIAL THEMES | INSERTION & ARTWORK DEADLINES

JANUARY

DEADLINES:

Insertion: Nov. 18, 2019

Artwork: Nov. 25, 2019

BONUS DISTRIBUTIONS:

1. Iowa Renewable Fuels Summit
2. Energy Generation Conference

THEMES:

2020 Executive Outlook
Risk Management, Margins

FEBRUARY

DEADLINES:

Insertion: Dec. 16, 2019

Artwork: Dec. 23, 2019

BONUS DISTRIBUTIONS:

1. Growth Energy Executive Leadership Conference
2. National Ethanol Conference - In all attendee bags
3. Commodity Classic
4. International Biomass Conference & Expo

THEMES:

Policy
Advocacy/Education

MARCH

DEADLINES:

Insertion: Jan. 20, 2020

Artwork: Jan. 27, 2020

BONUS DISTRIBUTIONS:

1. National Ethanol Conference

THEMES:

Yield Maximization
Bacteria/Biofilm Control

APRIL

DEADLINES:

Insertion: Feb. 17, 2020

Artwork: Feb. 24, 2020

BONUS DISTRIBUTIONS:

1. AOCs Annual Meeting

THEMES:

Cleaning Services/Technologies
Maintenance/Asset Management

MAY

DEADLINES:

Insertion: March 16, 2020

Artwork: March 23, 2020

BONUS DISTRIBUTIONS:

1. DGTC Annual Meeting
2. International Fuel Ethanol Workshop & Expo - Hotel drop

THEMES:

Coproducts
Technology: Software and Apps

JUNE

DEADLINES:

Insertion: April 13, 2020

Artwork: April 20, 2020

BONUS DISTRIBUTIONS:

1. International Fuel Ethanol Workshop & Expo - In all attendee bags

THEMES:

The E15 Issue
2019 Ethanol Producer Awards

JULY

DEADLINES:

Insertion: May 11, 2020

Artwork: May 18, 2020

BONUS DISTRIBUTIONS:

1. International Fuel Ethanol Workshop & Expo - Mailed to attendees
2. ASABE Annual Meeting

THEMES:

Equipment Innovation
Ethanol State: Spotlight on Illinois

AUGUST

DEADLINES:

Insertion: June 22, 2020

Artwork: June 29, 2020

BONUS DISTRIBUTIONS:

1. ACE Conference

THEMES:

The Octane Issue
Environmental Regulatory Compliance

SEPTEMBER

DEADLINES:

Insertion: July 20, 2020

Artwork: July 27, 2020

BONUS DISTRIBUTIONS:

1. Growth Energy Biofuels Summit

THEMES:

Finance
Plant Personnel: Recruitment and Training

OCTOBER

DEADLINES:

Insertion: Aug. 17, 2020

Artwork: Aug. 24, 2020

BONUS DISTRIBUTIONS:

1. Biofuels International Conference & Expo
2. Fuel Ethanol Lab Conference

THEMES:

Data
Lab Tech/Quality Assurance

NOVEMBER

DEADLINES:

Insertion: Sept. 24, 2020

Artwork: Sept. 21, 2020

BONUS DISTRIBUTIONS:

1. F.O. Licht's World Ethanol & Biofuels Conference

THEMES:

Sustainability
Research & Development

DECEMBER

DEADLINES:

Insertion: Oct. 19, 2020

Artwork: Oct. 26, 2020

BONUS DISTRIBUTIONS:

1. Mailed to all 2020 EPM webinar attendees

THEMES:











Exports Outlook
Storage Systems

PRINT ISSUES

RATES AND SPECS

Sizes	Rates
Marketplace	\$299
1/3 pg	\$1,941
1/2 pg	\$2,660
2/3 pg	\$3,391
Full pg	\$4,929
1/2 pg Spread	\$5,172
Two pg Spread	\$9,061

SIZES

	Non-Bleed Ad Size	With Bleed Ad Size	Trim Size	Live Area Size*
 Two-Page Spread	16" x 9.875"	17.5" x 11.375"	17" x 10.875"	16.5" x 10.375"
 Half-Page Spread	16" x 4.625"	17.5" x 5.375"	17" x 5.125"	16.5" x 4.875"
 Full Page	7.5" x 9.875"	9" x 11.375"	8.5" x 10.875"	8" x 10.375"
 1/2 Page H	7.5" x 4.625"	9" x 5.375"	8.5" x 5.125"	8" x 4.875"
 1/3 Page H	7.5" x 3.375"	9" x 4.125"	8.5" x 3.875"	8" x 3.625"
 1/3 Page V	2.5" x 9.875"	3.25" x 11.375"	3" x 10.875"	2.25" x 10.375"
 1/2 Page V	3.75" x 9.875"	4.5" x 11.375"	4.25" x 10.875"	3.5" x 10.375"
 2/3 Page V	5" x 9.875"	5.75" x 11.375"	5.5" x 10.875"	4.75" x 10.375"
 1/2 Page Island	5" x 6.875"	N/A		
 1/3 Page Island	5" x 5.125"	N/A		

SPECIAL ADVERTISING OPTIONS

PREMIUM PLACEMENT:

- +25% Inside Front Cover
- +25% Opposite Contents Pg
- +25% Inside Back Cover
- +50% Back Cover

	Marketplace	1/3 pg	1/2 pg	2/3 pg	Full pg	1/2 pg Spread	Two pg Spread
1x	\$299	\$1,941	\$2,660	\$3,391	\$4,929	\$5,172	\$9,061
3x	\$299	\$1,692	\$2,424	\$3,084	\$4,486	\$4,704	\$8,233
6x	\$299	\$1,529	\$2,201	\$2,796	\$4,075	\$4,277	\$7,486
9x	\$299	\$1,386	\$2,138	\$2,549	\$3,714	\$3,894	\$6,803
12x	\$299	\$1,256	\$1,809	\$2,290	\$3,343	\$3,511	\$6,190

RATES

All display advertising rates: per insertion, in U.S. dollars
ALL PRICES NET
 *Marketplace available in double and triple advertisement options



COVERWRAPS

Cover wraps are attached to the front of the magazine. Prices vary by issue.
 Call for pricing.



BELLYBANDS

Bellybands wrap around the outside of the magazine. Prices vary by issue.
 Call for pricing.



INSERTS/OUTSERTS

Inserts are stitched into the magazine on 100% stock. Outserts are poly-bagged with the magazine.
 Call for pricing.

PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875"
Live Area: 8" x 10.375"
Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover
Method of Printing: Web press, 150 lpi, process color
Binding: Saddle-Stitched
Applications: Publication is created in Adobe InDesign. PC files.
Ad Placement: Apart from Premium Ad Placements, vertical ads are placed along the outside of the page and horizontal ads are placed at the bottom of the page.
Proofs: We do not supply proofs
Storage of Advertisement: 24 months

ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.**
 All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.
Fonts: Outline or embed all fonts in the PDF
File Format: High-Res PDF
Resolution: All advertising materials must be at least 300 dpi and submitted at 100% size.
Bleed: Refer to SIZES for the different bleed-size ads. A ¼" bleed is required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.** Ads sizes that don't bleed will have a ½" border around the ad.
Live area: To prevent info being trimmed off, all text, logos, etc., must be at least 1/2" in from the edge of the ad.
 Registration marks preferred.
PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see below for BLEED

specifications. If submitted artwork does not meet specifications a new file will be requested.

Trapping: Save files without trapping preferences.
Color Profiles: Whenever possible – do not embed or include color profiles.

CREATING ARTWORK

In-house Production: Ethanol Producer Magazine will create advertisements for clients. The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month in advance of print run. Call for applicable production fees.

SUBMITTING ARTWORK

Medium: Email (artwork@bbiinternational.com) or FTP site
 Call 866-746-8385 for more information on our FTP site.
 Send hard copy artwork: Ethanol Producer Magazine
 Attn: Advertising Coordinator
 308 2nd Ave. N., Suite 304
 Grand Forks, ND 58203

ADDITIONAL ADVERTISING INFORMATION

Ethanol Producer Magazine
 Phone: 866-746-8385 | Fax: 701-746-5367
 service@bbiinternational.com

REGULATIONS

Agency Discounts: Due to the affordable rates offered by Ethanol Producer Magazine, we do not offer agency discounts.
Invoicing: Rendered at time of issue mailing.
Short Rates/Rebates: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.
Rate Protection: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.
Publisher's Protective Clauses: Deliberate attempts to simulate editorial format in an advertisement is not permitted by Ethanol Producer Magazine. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies. The publisher reserves the right to reject any advertising that does not conform to publication standards. Ethanol Producer Magazine is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. Ethanol Producer Magazine is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.
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Method of Distribution: U.S. Postal Service
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