

Ethanol Producer Magazine's

# Distillers Grains

PRODUCTION & MARKETS

2012  
media kit



### *Grain Opportunities*

Produced by *Ethanol Producer Magazine*, *Distillers Grains Production & Markets* is the only publication to exclusively cover the diverse, growing international industry of distillers grains production, marketing and use. This exciting publication provides in-depth feature articles, news, information and analysis targeted toward professionals interested in the principal coproduct of dry grind ethanol production.

# editorial

## focused content

Ethanol Producer Magazine's *Distillers Grains Production & Markets* offers regular features that highlight the very latest developments in all facets of the industry. This is the only biannual magazine in the world that is dedicated to promoting the growing industry of distillers grains.



## editorial scope

*Distillers Grains Production & Markets*, a biannual supplement to *Ethanol Producer Magazine*, covers the diverse, growing international industry of distillers grains production, marketing and use. Combined with professional perspective and analysis related to strategic partnering, investment activity, financial announcements and market activity, the magazine will provide unrivaled insight into the principal coproduct of dry grind ethanol production. *Distillers Grains Production & Markets* will also provide the most up-to-date information regarding major achievements at the lab, pilot- and commercial-scale levels of development that will define the industry today and in the future.

## departments

### business briefs

The latest news about companies, organizations and people within the distillers grains industry

### columns

From leading voices in the field, discerning perspectives on the distillers grains industry's predominant challenges and opportunities

### features

In-depth articles covering testing and analytical methods, commodities, feed trials, storage and logistics, research and development, process technology and more

### contributions

Useful technical and business articles contributed to *Distillers Grains Production & Markets* by the industry's most respected professionals

## editorial dates

Winter Issue - February 2012

Insertion Date: December 19, 2011

Artwork Due: December 27, 2011

### Bonus Distribution

- ▶ National Ethanol Conference
- ▶ International Biomass Conference & Expo

Spring Issue - June 2012

Insertion Date: April 30, 2012

Artwork Due: May 7, 2012

### Bonus Distribution

- ▶ International Fuel Ethanol Workshop & Expo  
Inserted in all attendee bags
- ▶ Pacific West Biomass Conference & Trade Show
- ▶ International Biorefining Conference & Trade Show

## contributions

To contribute or suggest editorial content, send a brief summary or abstract of the article to: Susanne Retka Schill, Editor, *Distillers Grains Production & Markets*, at sretkaschill@bbiinternational.com or call 701-738-4922.

## circulation

*Distillers Grains Production & Markets* is distributed to:

- *Ethanol Producer Magazine* subscribers
- All North American ethanol production facilities
- All International Fuel Ethanol Workshop & Expo attendees (in conference bags)
- National Ethanol Conference Attendees
- International Biomass Conference & Expo attendees
- Regional biomass conference attendees

## subscriptions

*Distillers Grains Production & Markets* is distributed twice a year - FREE of charge - to *Ethanol Producer Magazine* subscribers. Subscriptions are available online at [www.ethanolproducer.com](http://www.ethanolproducer.com). Subscriptions can also be processed over the phone by calling 866-746-8385

# opportunities



## rates

All display advertising rates: monthly, per insertion, in U.S. dollars  
**ALL PRICES NET**

Four-Color				Four-Color, Two Page Spread		
Sizes	1/3 pg	1/2 pg	2/3 pg	Full pg	1/2 Pg Spread	2 Pg Spread
Price	\$918	\$1,377	\$1,752	\$2,623	\$2,754	\$4,853

**premium placement:**  
 Inside Front Cover: +25%  
 Opposite Contents Page: +25%  
 Inside Back Cover: +25%  
 Back Cover: \$4,500

**inserts/outserts:**  
 Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine. Call for pricing.

## additional advertising information contact:

**Distiller Grains Production & Markets**

Phone: 866-746-8385 | Fax: 701-746-5367 | [service@bbiinternational.com](mailto:service@bbiinternational.com)

## 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 1/4" bleed is required for each side that bleeds. PLEASE CHECK THE LIVE AREA. Ad sizes that don't bleed will have a 1/2" 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.

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.

## submitting artwork

Medium: Email or FTP site

FTP Site: Files maybe uploaded to our FTP site.

Call 866-746-8385 for more information.

Email: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)

## creating artwork

In-House Production: **Distiller Grains Production & Markets** 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.

<b>Two-Page Spread</b> No Bleed 16" x 9.875" Bleed 17.5" x 11.375" Live Area 16.5" x 10.375"	<b>Full Page</b> No Bleed 7.5" x 9.875" Bleed 9" x 11.375" Live Area 8" x 10.375"	<b>Half-Page Spread</b> No Bleed 16" x 4.625" Bleed 17.5" x 5.375" Live Area 16.5" x 4.875"	<b>1/2 Page H</b> No Bleed 7.5" x 4.625" Bleed 9" x 5.375" Live Area 8" x 4.875"	<b>1/3 Page H</b> No Bleed 7.5" x 3.375" Bleed 9" x 4.125" Live Area 8" x 3.625"	<b>1/3 Page V</b> No Bleed 2.375" x 9.875" Bleed 3.125" x 11.375" Live Area 2.625" x 10.375"	<b>2/3 Page V</b> No Bleed 4.875" x 9.875" Bleed 5.625" x 11.375" Live Area 5.125" x 10.375"	<b>1/2 Page V</b> No Bleed 3.75" x 9.875" Bleed 4.5" x 11.375" Live Area 3.5" x 10.375"	<b>1/2 Page Island</b> No Bleed 5" x 6.875" Bleeds are not available for island ads	<b>1/3 Page Island</b> No Bleed 5" x 5.125" Bleeds are not available for island ads

# insertion form

Ethanol Producer Magazine's

# Distillers Grains

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## premium placement

There is a 25% charge for premium ad placement (call for availability)

\_\_\_\_\_ Inside Front Cover      \_\_\_\_\_ Opposite Contents Page  
\_\_\_\_\_ Inside Back Cover      \_\_\_\_\_ Back Cover

## ad sizes

\_\_\_\_\_ 2 Page Spread      \_\_\_\_\_ 1/2 Page Spread  
\_\_\_\_\_ Full Page      \_\_\_\_\_ 2/3 Page Vertical  
\_\_\_\_\_ 1/2 Page Horizontal      \_\_\_\_\_ 1/2 Page Vertical  
\_\_\_\_\_ 1/3 page Horizontal      \_\_\_\_\_ 1/3 Page Vertical  
\_\_\_\_\_ 1/2 page Island      \_\_\_\_\_ 1/3 Page Island

## issue(s) of publication

(please check the issues you would like your ad to be printed)

\_\_\_\_\_ Summer Issue  
\_\_\_\_\_ Winter Issue

## advertisement submission format

### Electronic File

(Submit artwork as a high-resolution PDF with all the images and fonts embedded, or high-resolution TIFF or EPS.) See Specs for more information.

## contact information

\_\_\_\_\_  
Primary Contact Person

\_\_\_\_\_  
Company

\_\_\_\_\_  
Position

\_\_\_\_\_  
Address

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Company Website

Signature \_\_\_\_\_

## Distillers Grains Production & Markets:

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Grand Forks, ND 58203  
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service@bbiinternational.com