

WE ARE BIODIESEL

Reporting Biodiesel Business
FOR 20 YEARS



RENEWABLE DIESEL |
SUSTAINABLE AVIATION FUEL

BIODIESEL MAGAZINE

2024 MEDIA KIT

PRINT < DIGITAL < ONLINE < WEBINARS < EVENTS < MAP < DIRECTORY < PODCASTS

BBI INTERNATIONAL
MEDIA & EVENTS

Follow Us 

RENEWABLE DIESEL | SUSTAINABLE AVIATION FUEL
BIODIESEL
MAGAZINE

BiodieselMagazine.com service@bbiinternational.com | (866) 746-8385

WHO WE ARE

EDITORIAL SCOPE

Biodiesel Magazine is a trade journal dedicated to objective, independent coverage of biodiesel, renewable diesel and sustainable aviation fuel (SAF) production, news and information vital to the industry.

With an editorial focus on U.S. and international manufacturing, trade, distribution, markets, use and feedstock, *Biodiesel Magazine* has provided valuable insight into this growing segment of the renewable fuels industry for 20 years.

Since 2004, *Biodiesel Magazine* has thoroughly covered the biodiesel sector from its fledgling industrial roots in a recalcitrant market to full-scale commercialization and mainstream acceptance. In the midst of a swiftly evolving energy landscape focused on green fuels and decarbonization, *Biodiesel Magazine* has incorporated the exciting and fast-growing renewable diesel and SAF sectors into its online and print coverage.

From in-depth feature articles written by our editorial staff to technical contributions from respected industry stakeholders, *Biodiesel Magazine* is the most trusted and relied upon trade journal in this field—valued for its accuracy, subject matter knowledge and ability to dive deep into the important, timely issues facing biodiesel producers and distributors.

THE TEAM

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To contribute or suggest editorial content, send a brief summary or abstract of the article to:

Anna Simet, Editor, *Biodiesel Magazine*
asimet@bbiinternational.com or call 866-746-8385

BIODIESEL MAGAZINE
IS THE

#1 SOURCE

OF INFORMATION FOR AND
ABOUT BIODIESEL PRODUCERS
AND INDUSTRY PROS.

WHO WE REACH

Biodiesel Magazine is all about reader engagement. Its undeniable credibility is derived from superior industry journalism.

ONLINE & SOCIAL

354+
Global Page Views/Yr

83K+
U.S. Visitors

13K+
Social Footprint

PRINT

7,200+
Readers

208K+
Digital Print Views
on Issuu.com

#1
For Readers,
Producers, &
Industry Pros

EVENTS / WEBINARS

5+
Events/Webinars

150K+
Global Reach

150+
Attendees per
Webinar

NEWSLETTERS

38+
Newsletter
Subscribers

26
Issues

13K+
Social Footprint

DIRECTORY & MAPS

7,200K+
Readers

208K+
Noted Audience

5K+
Directory Views on
Issuu.com

TOP 5 INDUSTRY DEMOGRAPHICS

CONSULTING

BIOFUEL PRODUCERS

EQUIPMENT & SERVICES

PETROLEUM

TECHNOLOGY/ENGINEERING



SUBSCRIPTIONS

Biodiesel Magazine is printed biannually and is FREE to subscribers.

Subscriptions are available at BiodieselMagazine.com

Subscriptions can also be processed by calling 866-746-8385.

BIODIESEL MAGAZINE

ADVERTISING OPPORTUNITIES *Also available online



PRINT

5K+ circulation

Biodiesel Magazine*

Printed twice yearly (2x)
2,000+ Issuu.com Impressions/issue

5K+ circulation

U.S. & Canada Biodiesel Plant Map

Printed annually (1x)
1,600+ Issuu.com Impressions/map

5K+ circulation

Biodiesel Industry Directory*

Printed annually (1x)
5,000+ Issuu.com Impressions

ONLINE

354K+ page views/yr

BiodieselMagazine.com

Month Duration (12x)

38K+ subscribers

Biodiesel World News E-Newsletter

Distributed Weekly (26x)

EVENTS + WEBINARS

150-200 attendees

BDM's Webinar Series

Custom, Unlimited

450+ attendees

Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel

Est. 250+ Producers
March 4-6, 2024 in Richmond, VA

CUSTOM

30K+ subscribers

Digital Press Package

Click rates/reports for each medium

5K+ readers

Spotlight Feature*

Featured in *Biomass Magazine*

30K+ subscribers

Custom Press Release

Custom, Unlimited

23K+ subscribers

Custom Reprint

Custom, Unlimited

PODCASTS

150-200 listener

Biodiesel Magazine's Podcast Series

Custom, Unlimited

RENEWABLE ENERGY OPTIONS

PRINT

5K+ circulation

Ethanol Producer Magazine*

Printed monthly (12x)

PRINT

7K+ circulation

Biomass Magazine*

Printed quarterly (4x)

PRINT

5K+ circulation

Carbon Capture Magazine*

Printed bi-annually (2x)

PRINT

5K+ circulation

Pellet Mill Magazine*

Printed quarterly (4x)

PRINT

5K+ circulation

SAF Magazine*

Printed bi-annually (2x)

EVENT

2,000+ attendees

Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel

Est. 600+ Producers
June 10-12, 2024 in Minneapolis, MN

EVENT

2,000+ attendees

Int'l Fuel Ethanol Workshop & Expo

Est. 600+ Producers
June 10-12, 2024 in Minneapolis, MN

EVENT

400+ attendees

North American SAF Conference & Expo

Sept. 11-13, 2024 in Saint Paul, MN

EVENT

900+ attendees

Int'l Biomass Conference & Expo

March 18-20, 2025 in Atlanta, GA

Larger ads and premium positions create **stronger awareness.**

THE FACTS

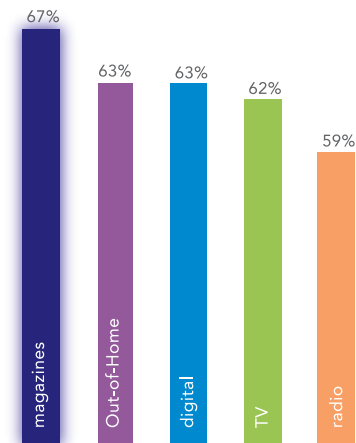
ABOUT PRINT ADVERTISING

Ads in magazines are more engaging and valued than ads in other media

(index)	magazine media	websites	ad supported TV networks
pay attention to or notice ads	144	88	92
ads fit well with the content	138	94	84
products/services advertised are high quality	135	90	87
has ads about things I care about	135	96	88
get valuable info from the ads	133	100	89
ads help make purchase decisions	128	100	88
more likely to buy products in ads	124	96	84

Note: Data for each medium based on levels of agreement with above statements for a set of vehicles in each medium.
 Index: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles.
 Source: MRI-Simmons Multi-Media Engagement Study, Spring 2019

Positivity of ads in each medium



Magazines deliver a more positive ad experience than any other medium, including digital

Positivity: %Top-Two-Box in experience valence, measured on a 5-point scale: "How positive did this experience make you feel?" from very negative to very positive. Source: MESH Experience studies of 46 Brands in the electronics, CPG, automotive, and service categories, 2011-2018. Participants record experiences with brands in real-time for 7 days. Total sample size across studies=32,140. Samples are weighted to Nat Rep, 18+-. All categories are represented equally.

52%
RECALL A PRODUCT OR SERVICE

62%
OF READERS
 ACT AFTER SEEING A PRINT AD

EDITORIAL CALENDAR

BIODIESEL MAGAZINE

Biodiesel Magazine (includes Directory)

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
2024 Winter Issue <i>w/ Directory</i>	Biodiesel, Renewable Diesel and Sustainable Aviation Fuel (SAF) Project Development Construction, Expansion and Conversions Process Technology and Plant Innovation	11/20/23	11/27/23	2024 Clean Fuels Conference Iowa Renewable Fuels Summit (general session seat drop) Biofuels International Conference & Expo (digital distribution) International Biomass Conference & Expo Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel (Session Seat Drop) International Fuel Ethanol Workshop & Expo
Summer	Biodiesel, Renewable Diesel and Sustainable Aviation Fuel (SAF) Feedstock Supply, Sourcing, Pretreatment and Processing Supply Chain Logistics Low-Carbon Fuel Markets and NetZero	5/6/24	5/13/24	2024 Clean Fuels Conference (mailed to all attendees) Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel (mailed to all attendees) International Fuel Ethanol Workshop & Expo (mailed to all attendees) ASABE Annual International Meeting North American SAF Conference & Expo (in all attendee bags)
2025 Winter Issue <i>w/ Directory</i>	Biodiesel, Renewable Diesel and Sustainable Aviation Fuel (SAF) Project Development Construction, Expansion and Conversions Process Technology and Plant Innovation	11/18/24	11/25/24	2025 Clean Fuels Conference Iowa Renewable Fuels Summit (general session seat drop) Biofuels International Conference & Expo (digital distribution) International Biomass Conference & Expo Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel (seat drop) International Fuel Ethanol Workshop & Expo

DIRECTORY

ADVERTISING

Biodiesel Industry Directory (Printed)

Biodiesel Industry Directory (Online)

Directory.BiodieselMagazine.com
 PRINT + ONLINE
PURCHASE A LISTING = RECEIVE 1 PRINT & 1 ONLINE

Directory.BiodieselMagazine.com
 Sign-up for free listing

2025 BIODIESEL INDUSTRY DIRECTORY

directory.biodieselmagazine.com		
	Open	Closing
Open For Listings	1/16/2024	10/30/2024
Sign-up for Listings at directory.biodieselmagazine.com . Receive 1 listing free. Add a logo for an additional cost. Listings do not automatically renew.		
Call us to purchase display advertising Ad Close Artwork		
Display ads	10/30/2024	11/6/2024

ADVERTISING OPTIONS

LISTING 1 FREE - \$95/additional listing

As part of our effort to ensure that the directory is as comprehensive as possible, we are offering one free listing to any organization involved in the biodiesel industry. Each additional listing is \$95. In order to receive your free listing, visit our website at directory.biodieselmagazine.com and register online.

Fluid Quip Technologies, LLC
 2100 Rockwood Drive Northwest
 Cedar Rapids, IA 52402
 724th Street, Suite 4 Marketing Manager
 Phone: (779) 226-7799
info@fluidquip.com
www.fluidquip.com

Fluid Quip Technologies, LLC
www.biodieselmagazine.com
 In: 200-226-7799

Listing Address:
 2100 Rockwood Drive Northwest
 Cedar Rapids, IA 52402

Company Contact:
 724th Street
 Suite 4 Marketing Manager
www.fluidquip.com

Print Listing

Fluid Quip Technologies, LLC brings over 20 years of experience to each and every listing, online and in print. We are committed to providing value to customers around the world. Our products help optimize engine performance and provide the dry grain ethanol and conventional fuel that include fuel pump design, precise optimization studies, and proprietary technologies, new to product technology, and testing optimization.

Online Listing

LOGO + LISTING \$240/logo

This is a great way to increase your organization's presence in the directory without having to largely increase the budget. A listing + logo is \$240. (Listings without a logo are \$95 each).

FLUID QUIP
 Fluid Quip Technologies, LLC
 2100 Rockwood Drive Northwest
 Cedar Rapids, IA 52402
 724th Street, Suite 4 Marketing Manager
 Phone: (779) 226-7799
info@fluidquip.com
www.fluidquip.com

Fluid Quip Technologies, LLC
www.biodieselmagazine.com
 In: 200-226-7799

Listing Address:
 2100 Rockwood Drive Northwest
 Cedar Rapids, IA 52402

Company Contact:
 724th Street
 Suite 4 Marketing Manager
www.fluidquip.com

Print Listing + Logo

FLUID QUIP TECHNOLOGIES

Fluid Quip Technologies, LLC brings over 20 years of experience to each and every listing, online and in print. We are committed to providing value to customers around the world. Our products help optimize engine performance and provide the dry grain ethanol and conventional fuel that include fuel pump design, precise optimization studies, and proprietary technologies, new to product technology, and testing optimization.

Online Listing + Logo

DISPLAY ADVERTISING WITH BONUS AD Sizes & Pricing on page 7

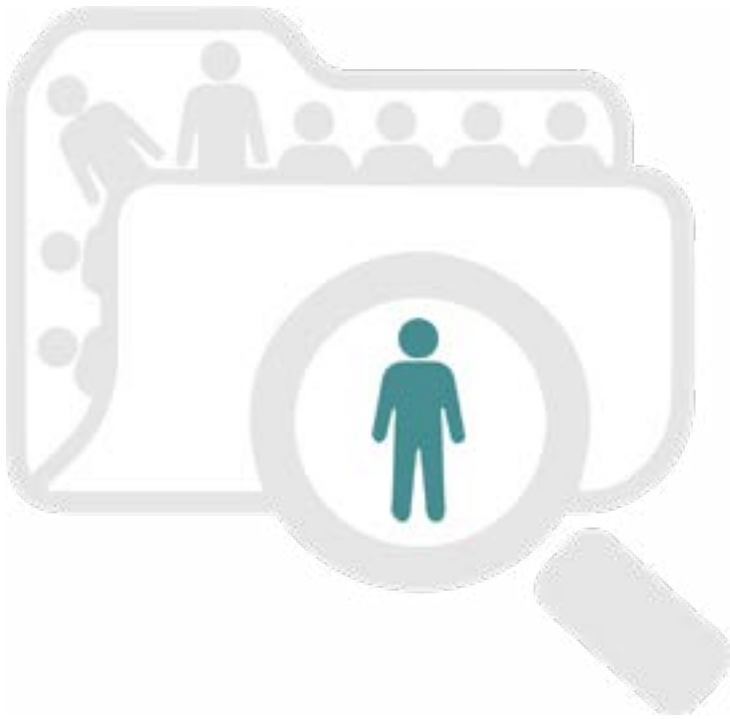
To more effectively display your products and services, you may want to consider a display advertisement. A full-color display advertisement is the best way to make your organization stand out within the directory. We also offer the option to purchase premium placement for your advertisement.



Display Ad

Bonus: Medium Rectangle Online Ad

BONUS: Receive 1 year **FREE** medium rectangle ad on Directory.BiodieselMagazine.com with the purchase of a display ad.
 Size: 300 w x 250 h pixels
 File Size: 40k limit
 Format: JPG, GIF or Animated GIF



PRINT RATES & SPECS

PREMIUM PLACEMENT:

- +25% **Inside Front Cover**
- +25% **Opposite Contents Pg**
- +25% **Inside Back Cover**
- +50% **Back Cover** (1/2 pg Horizontal Ad)

All display advertising rates:
per insertion, in U.S. dollars

ALL PRICES NET



COVERWRAPS

Coverwraps 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. Call for pricing.

RATES

Sizes	1x	2x	Magazine	Directory	Map
Two-Page Spread	\$5,779	\$5,201	✓	✓	
Half-Page Spread	\$3,995	\$3,596	✓	✓	
Full Page	\$3,995	\$3,596	✓	✓	
2/3 Page	\$2,765	\$2,489	✓	✓	
1/2 Page	\$2,189	\$1,970	✓	✓	
1/3 Page	\$1,458	\$1,312	✓	✓	
Marketplace	\$799	\$719	✓		
Box Ad*	\$1,645 & 2,145				✓

*Depends on Regular or Premium Position

SIZES

*Multiple ads can be purchased to create a larger ad, call for specs

Sizes	Non-Bleed Ad	Bleed Ad	Trim Size	Live Area/Bleed Ads	Magazine	Directory	Map
Two-Page Spread	16 w x 9.875 h	17.5 w x 11.375 h	17 w x 10.875 h	16.5 w x 10.375 h	✓	✓	
Half-Page Spread	16 w x 4.625 h	17.5 w x 5.375 h	17 w x 5.125 h	16.5 w x 4.875 h	✓	✓	
Full Page	7.5 w x 9.875 h	9 w x 11.375 h	8.5 w x 10.875 h	8 w x 10.375 h	✓	✓	
1/2 Page H	7.5 w x 4.625 h	9 w x 5.375 h	8.5 w x 5.125 h	8 w x 4.875 h	✓	✓	
1/3 Page H	7.5 w x 3.375 h	9 w x 4.125 h	8.5 w x 4.125 h	8 w x 3.625 h	✓	✓	
2/3 Page V	5 w x 9.875 h	5.75 w x 11.375 h	5.5 w x 10.875 h	4.75 w x 10.375 h	✓	✓	
1/2 Page V	3.75 w x 9.875 h	4.5 w x 11.375 h	4.25 w x 10.875 h	3.5 w x 10.375 h	✓	✓	
1/3 Page V	2.5 w x 9.875 h	3.25 w x 11.375 h	3 w x 10.875 h	2.25 w x 10.375 h	✓	✓	
1/2 Page Island	5 w x 6.875 h	NA	NA	NA	✓		
1/3 Page Island	5 w x 5.125 h	NA	NA	NA	✓		
Marketplace*	3.7 w x 3.23 h	NA	NA	NA	✓		
Box Ad*	3.25 w x 3.25 h	NA	NA	NA			✓

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 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.**

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 "Sizes" 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: *Biodiesel 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

Email: artwork@bbiinternational.com

Call: 866-746-8385 for assistance

REGULATIONS

Agency Discounts: Due to the affordable rates offered by *Biodiesel 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 *Biodiesel 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. *Biodiesel 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. *Biodiesel Magazine* is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

Cancellations: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing (email or fax acceptable).

Method of Distribution: U.S. Postal Service

Subscription Prices: Subscriptions to *Biodiesel Magazine* are now free of charge to everyone with the exception of a shipping and handling fee for any country outside the United States. Subscriptions are available online at www.BiodieselMagazine.com. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com

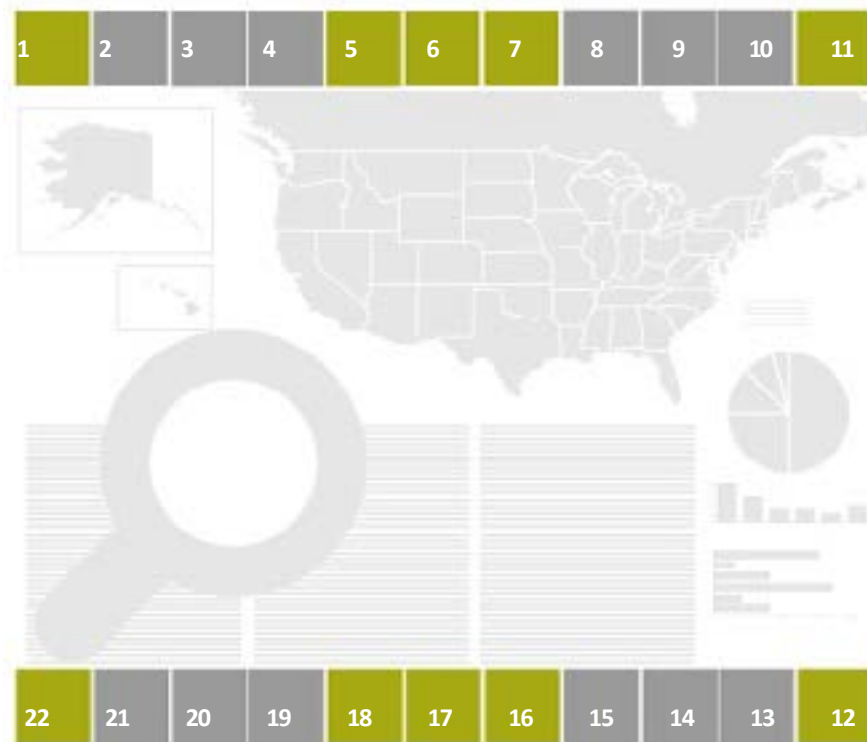
MAP

ADVERTISING

U.S. & Canada Biodiesel and Renewable Diesel/SAF Plant Map

U.S. & Canada Biodiesel and Renewable Diesel/SAF Plant Map

BONUS: Free 12-month online ad on BiodieselMagazine.com with the purchase of a map print ad



Actual Size: 40" x 29"
Premium Positions indicated in olive green

Biodiesel Magazine's 2025 U.S. & Canada Biodiesel and Renewable Diesel/SAF Plant Map identifies existing and under construction biodiesel, renewable diesel and sustainable aviation fuel plants. Production facilities are conveniently color-coded by status for quick reference. Listings include plant name, city, state, size (installed capacity in millions of gallons per year, MMgy, for U.S. plants, and millions of liters per year, MMLy, for Canadian plants), and feedstocks used—whether it's soy or other virgin oils, waste vegetable oils, animal fats, trap grease, seed oil, or a combination. Plus, the map will include charts/graphs illustrating key items extracted from the data.

SENT TO 5,000+ PRODUCERS & BIOFUELS PROFESSIONALS

U.S. & CANADA BIODIESEL PLANT MAP

Issue	Ad Close	Artwork
2025 Map	10/16/2024	10/16/2024

PRICES

Ad Options	Price	Qty	Cost
Premium Square	\$2,145 x	___	\$ ___
Standard Square	\$1,645 x	___	\$ ___

Advertising Total \$ _____

AD SIZES

- 1 Box - 3.25" w x 3.25" h
- 2 Box - 6.675" w x 3.25" h
- 3 Box - 10.125" w x 3.25" h

DISTRIBUTION

All *Biodiesel Magazine* Subscribers
All biodiesel production facilities

Following Industry Events:

Distributed at all major biodiesel-related conferences in 2025, including:

1. Clean Fuels Conference
2. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel
3. Iowa Renewable Fuels Summit
4. Int'l Biomass Conference & Expo
5. Int'l Fuel Ethanol Workshop & Expo
6. North American SAF Conference & Expo

Mailed with the 2025 Winter issue of *Biodiesel Magazine*.

SUBMIT ARTWORK TO

artwork@bbiinternational.com

SPECS

File Type: High Resolution PDF with fonts and images embedded

ADVERTISEMENT COLORS

CMYK format only. No spot colors. All spot colors MUST be converted to CMYK match.

HEADER LEADERBOARD
975 Average Daily Impressions*

TAKE OVER
5.62% CTR

SKYSCRAPER
911 Average Daily Impressions*

MEDIUM RECTANGLE
1576 Average Daily Impressions*

MEDIUM RECTANGLES
1576 Average Daily Impressions*

SKYSCRAPER
911 Average Daily Impressions*

FOOTER LEADERBOARD
975 Average Daily Impressions*

ONLINE ADVERTISING

BiodieselMagazine.com

BiodieselMagazine.com

HEADER LEADERBOARD \$899/month

DIMENSIONS 970x250 pixels
 FILE SIZE 40k limit
 POSITION Top of every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum 4 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

SKYSCRAPER \$999/month

DIMENSIONS 300x600 pixels
 FILE SIZE 40k limit
 POSITION Right-hand side on every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum 4 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

MEDIUM RECTANGLE \$699/month

DIMENSIONS 300x250 pixels
 FILE SIZE 40k limit
 POSITION Home page and right side within content
 AVAILABILITY 10 ad slots per month
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

FOOTER LEADERBOARD \$395/month

DIMENSIONS 728 x 90 pixels
 FILE SIZE 40k limit
 POSITION Bottom of every page
 AVAILABILITY 5 Ad Slots
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

TAKEOVER AD \$5,995/month

DIMENSIONS 956x500 pixels
 FILE SIZE 100k limit
 POSITION Visible for 25 seconds, taking over homepage
 AVAILABILITY 1 ad slot per month
 FORMAT JPEG, GIF, PNG

More than 29,000 page views/month
Totaling 353,000 page views/year

14,000
 Avg. Overall Users Per Month

168,000
 Avg. Overall Users Per Year

29,000
 Avg. Overall Page Views Per Month

353,000
 Avg. Overall Page Views Per Year

ONLINE AD SCHEDULE

Month	Insertion / Artwork
January 2024	December 15, 2023
February 2024	January 15, 2024
March 2024	February 15, 2024
April 2024	March 15, 2024
May 2024	April 15, 2024
June 2024	May 15, 2024
July 2024	June 14, 2024
August 2024	July 15, 2024
September 2024	August 15, 2024
October 2024	September 16, 2024
November 2024	October 15, 2024
December 2024	November 15, 2024

Advertise on BiodieselMagazine.com

*Average daily impressions for all ads in this position



EMAIL ADVERTISING

Biodiesel World News E-Newsletter

LEADERBOARD-TOP

\$495/week

DIMENSIONS 728x90 pixels
FILE SIZE 40k limit
FORMAT JPEG, GIF (no animated GIFs)

MEDIUM RECTANGLE

\$495/week

DIMENSIONS 300x250 pixels
FILE SIZE 40k limit
FORMAT JPEG, GIF (no animated GIFs)

LEADERBOARD-BOTTOM

\$199/week

DIMENSIONS 728x90 pixels
FILE SIZE 40k limit
FORMAT JPEG, GIF (no animated GIFs)

Biodiesel World News E-Newsletter

WORLD NEWS BIODIESEL AD SCHEDULE

**Biodiesel World News is delivered
every other Wednesday.**

**Artwork is due one week prior
to scheduled newsletter.**

38,000 Subscribers
12.98% Open Average
2.82% CTR Average

Stats Collected January 1-December 31, 2022

Advertise on Biodiesel World News E-Newsletter

WEBINAR SPONSOR

Biodiesel Magazine Webinar Series

BIODIESEL
MAGAZINE
WEBINAR SERIES



Contact Us for Upcoming Webinar Topics or Create Your Own Topic.
Contact us today for more information | service@bbiinternational.com | 866-746-8385

Customize and sponsor your own webinar with Biodiesel Magazine's Webinar Series

GAIN MAXIMUM EXPOSURE & CONTACT INFO

Sponsor logo is featured on:

- Website
- All emails and marketing materials
- Webinar page on BiodieselMagazine.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. *Biodiesel Magazine* webinars allow you to maximize your advertising impact, while gaining access to hundreds of contacts focused on your niche market.

DIAMOND WEBINAR PACKAGE

(1 per webinar)

Includes:

- All registrant contact data, including emails (estimate 150-200 registrants)
- Contact information will include attendee interest ranking and time on webinar
- Reserved speaking opportunity on the webinar
- Top placement of logo with URL on all webinar marketing emails (150,000+)
- Top placement of logo with URL on magazine website
- Logo displayed on webinar presentation
- Two-minute commercial at the beginning of the webinar (slide size 16:9 or 16"x9")
- Dedicated slide on webinar promoting company
- Webinar becomes free to attendees (more registrants)
- Ongoing leads generated from OnDemand

GOLD WEBINAR PACKAGE

(2 per webinar)

Includes:

- Logo with URL on all webinar marketing emails (150,000+)
- Logo with URL on website (up to 30,000 impressions each month)
- Logo displayed on webinar presentation
- 30-second commercial during the webinar (slide size 16:9 or 16"x9")
- Dedicated slide on webinar promoting company

PODCAST SPONSOR

Biodiesel Magazine Podcast Series



INTERVIEW WITH YOUR COMPANY \$1,195/podcast

SPONSOR A PODCAST \$495 (includes 15 second script read twice during the podcast)

Benefits Include

Reach:

- Dedicated email sent promoting the podcast (56,000+)
- Included on the weekly or biweekly e-newsletter (38,000+)
- Sent on all social media channels (13,000+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

Engagement:

- 1,476 YouTube Impressions
- 158 Views
- 132 Unique Views
- 17 Hours Viewed

Metrics above from 30-days. Average per podcast.

Customize and sponsor your own podcast with Biodiesel Magazine's Podcast Series

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CUSTOM CONTENT ADVERTISING

Press Release

Showcase your product or service
Send a press release to our news list

PRESS RELEASE SENT TO EMAIL LIST \$1,299*

Includes:

- Personal press release sent to *Biodiesel Magazine's* industry news email list (30,000+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom

* Press release must be 300 to 400 words in length

CUSTOM WRITTEN PRESS RELEASE SENT TO EMAIL LIST \$1,999*

Includes:

- Team of professional writers will create a press release about your product or service
- Personal press release sent to *Biodiesel Magazine's* industry news email list (30,000+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom

* Press release must be 300 to 400 words in length

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Just \$599

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Showcase your article and expertise to potential customers!

Includes:

- Magazine masthead
- Featured article
- Contact info inserted after article
- Delivered to you in a digital PDF format

Ways to utilize your reprint:

- Mail to potential customers (direct mail piece)
- Frame the article and showcase in your company's lobby or office
- Post PDF on your website
- Send PDF to all potential customers via emails
- Use as tradeshow handouts at conferences
- Add credibility for potential investors

SPOTLIGHT FEATURE

Only \$3,295

Products & Services Spotlight Feature

LIMITED AVAILABILITY

Spotlight Feature

As a Spotlight Feature You Will Receive the Following:

- A custom story focused on your company
- The feature article mailed to 5,000 readers
- Print article posted on *BiodieselMagazine.com* and distributed via our social media suite with ability to track views
- Your company's contact information sent to 30,000+ *biodiesel* email subscribers, promoting the Products and Services Spotlight feature article, including a URL linking to your website
- A custom reprint of the article sent to you in a digital format, which you can use for promotional purposes

Book an Ad Now and Tell Your Story in the *Products and Services Spotlight Feature*

Spotlight articles focus on the standout companies that provide equipment, products and services to the biodiesel industry.

DIGITAL PRESS PACKAGE

DIGITAL PRESS PACKAGE

Package rate is \$1,995
(a \$2,400 value)

Click Rates and/or Reports Delivered for Each Medium



PRESS RELEASE

**Press release sent to
30,000 subscribers**

Posting press release to
national press wire

ONLINE ADVERTISING

Medium Rectangle Ad

2 on home page, 2 inside articles.
ROS with max of 10 advertisers.



SOCIAL MEDIA

Press Release Package

Posting of a Press Release to three of our
social media platforms