



# CARBON CAPTURE MAGAZINE

2025 MEDIA KIT

[ONLINE](#) < [E-NEWSLETTER](#) < [MAPS](#) < [DIRECTORY](#) < [JOBS](#) < [PODCASTS](#) < [PRINT](#) < [DIGITAL](#) < [WEBINARS](#) < [EVENTS](#)



**BBI INTERNATIONAL  
MEDIA & EVENTS**

Follow Us 

# WHO WE ARE



*Carbon Capture Magazine* is a news and data source designed specifically for companies and organizations advancing technologies that support the removal of carbon dioxide (CO<sub>2</sub>) from all sources, including fossil fuel-based power plants, ethanol production plants and industrial processes, as well as directly from the atmosphere. Our online news source gathers top stories, research, data, trends and information on all aspects of CCS with the goal to help companies build knowledge, connect with others, and better understand the market and carbon utilization.

*Carbon Capture Magazine* sends a bi-weekly e-newsletter covering industry policies, news, and technologies that support carbon capture, storage and utilization, and features stories on the current and ongoing CCS efforts being undertaken to tackle the reduction of GHG emissions.

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## Contributing

To contribute, send a brief summary or abstract of the article to:  
**Danielle Piekarski**, Content Coordinator, *Carbon Capture Magazine*  
dpiekarski@bbiinternational.com or call 866-746-8385

## Sales

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CARBON CAPTURE  
MAGAZINE IS THE  
**PREMIER  
SOURCE**  
OF NEWS AND INFORMATION  
ABOUT THE CARBON CAPTURE  
& STORAGE INDUSTRY

## Marketing, Production & Publishing

Content Coordinator  
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CEO  
**Joe Bryan** jbryan@bbiinternational.com

President  
**Tom Bryan** tbryan@bbiinternational.com

# MULTICHANNEL MARKETING

## WHO WE REACH

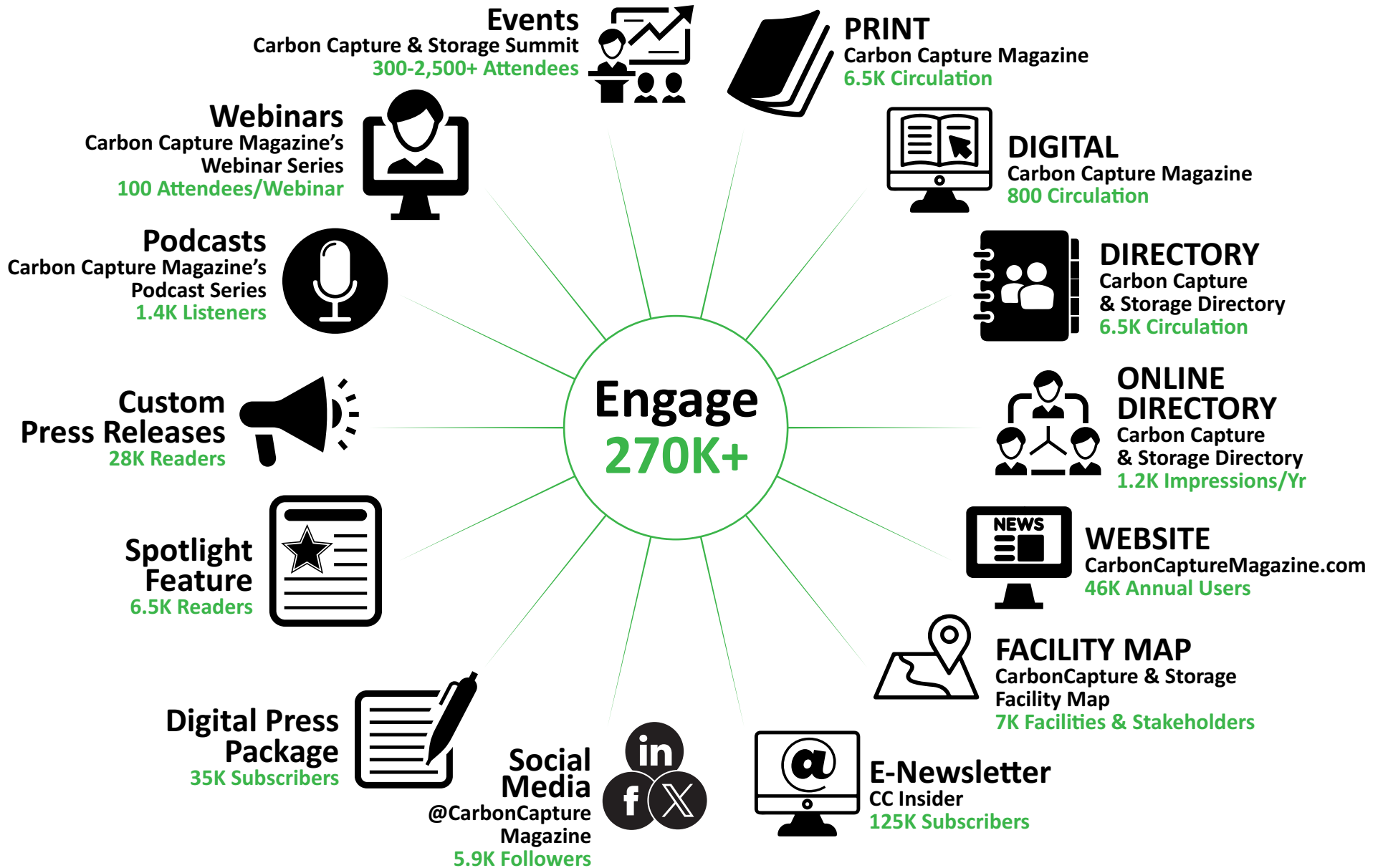
### Why B2B Multichannel Marketing is Important:

**Broader Reach:** Engages audience across various platforms, increasing visibility.

**Targeted Messaging:** Delivers personalized content to your audience, enhancing relevance.

**Increased Engagement:** Encourages interaction through multiple channels, fostering deeper connections.

**Brand Consistency:** Ensures a unified brand message across all channels, strengthening brand identity




# OUR CUSTOMERS

TOP COMPANIES RELY ON CARBON CAPTURE MAGAZINE TO REACH KEY INDUSTRY DECISION MAKERS

**SAULSBURY**

SUPPORTING THE FUTURE OF ENERGY WITH THE STRENGTHS OF OUR PAST



- FEED SERVICES
- ENGINEERING
- PROCUREMENT
- FACILITY & PIPELINE CONSTRUCTION

**CONTACT SAULSBURY TODAY**  
 Dennis Chismar,  
 Senior Vice President, Business Development  
 (701) 516-2100  
 dchismar@saulsbury.com

**saulsbury.com**

DIRECT AIR CAPTURE | AIR SEPARATION  
 CARBON CAPTURE & SEQUESTRATION

**SCS ENGINEERS**

Helping You Design and Develop the Safest and Most Efficient Geologic Sequestration Project



For more information, please visit 

[www.scsengineers.com](http://www.scsengineers.com)

MicroSeismic

**CO<sub>2</sub>SeQure**

**THE RULES HAVE CHANGED.**

Monitor | Report | Verify

CO<sub>2</sub>SeQure is focused on playing a significant role in the long term future of CCUS with our proven real-time monitoring for CO<sub>2</sub> protocols.

WE LISTEN. WE PROTECT. WE CARE.

**EMPOWERING SUSTAINABILITY**

Vacuum Solutions Driving Carbon Capture Innovation



**VISIT US AT HYDROGEN TECHNOLOGY EXPO!**  
 JUNE 26-27 | HOUSTON, TX

Discover the future of Carbon Capture with Busch Vacuum Solutions. Our extensive portfolio of innovative vacuum pumps and tailored systems are designed to maximize efficiency and minimize environmental impact. Let us help you achieve your sustainability goals. Rely on the trusted name in vacuum. Rely on Busch.


**BUSCH**  
 VACUUM SOLUTIONS

Busch LLC | 1-800-USA-PUMP | info@buschusa.com | buschusa.com

Moisture, solids, and ash analysis from a single sample

**MAX 5000<sup>®</sup> XL**

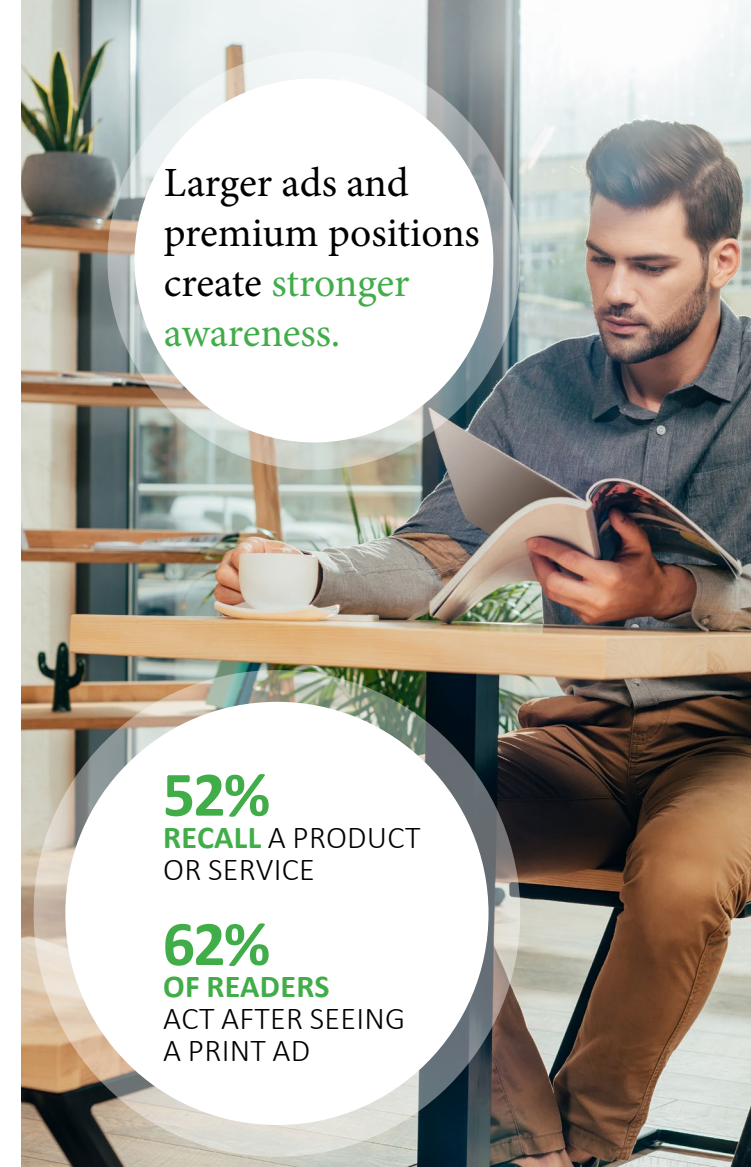
MOISTURE & ASH ANALYZER



- Max temperature of 600°C provides ability to perform both loss-on-drying and ignition testing
- Simple menu operation and programmable interface with large color display allows users to view real-time graphs during testing
- Reduced test times increases manufacturing efficiency and energy costs
- Temperature-controlled balance provides more stable and accurate measurements

**BROOKFIELD AMETEK**

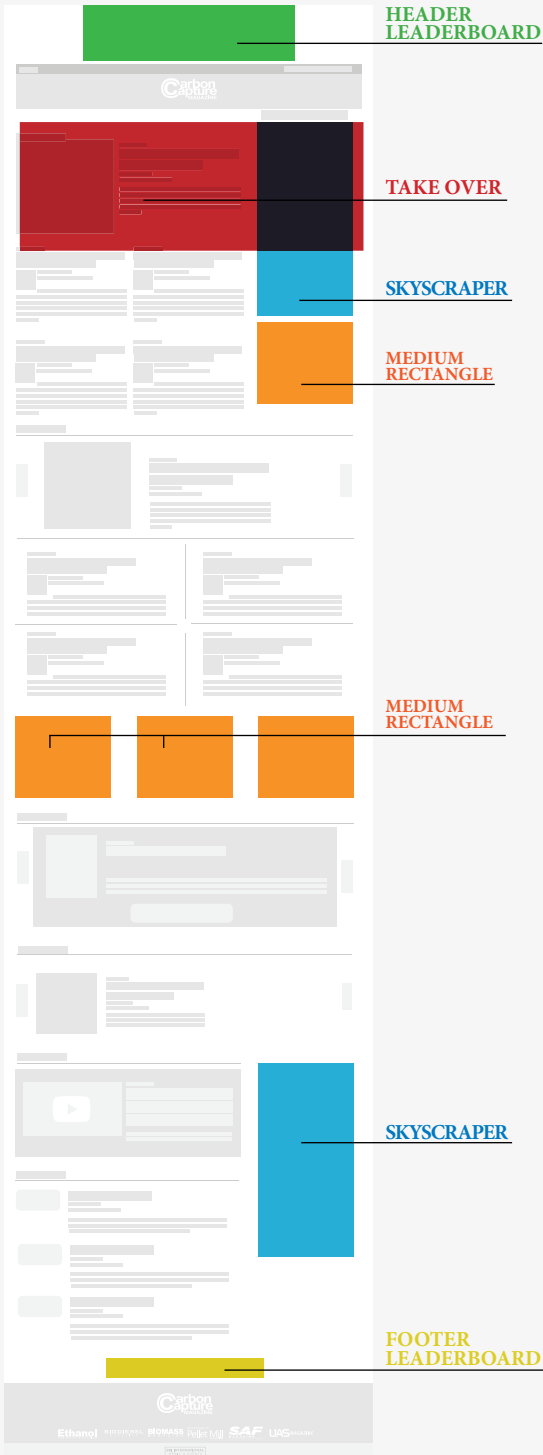
CALL US TODAY! (603) 529-3723 | A11C-038



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

**52% RECALL** A PRODUCT OR SERVICE

**62% OF READERS** ACT AFTER SEEING A PRINT AD



# ONLINE ADVERTISING

## CarbonCaptureMagazine.com

CarbonCaptureMagazine.com



**3,800** avg. overall users/mo.  
**46,000** avg. overall users/yr.



**9,400** avg. overall page views/mo.  
**113,000** avg. overall page views/yr.

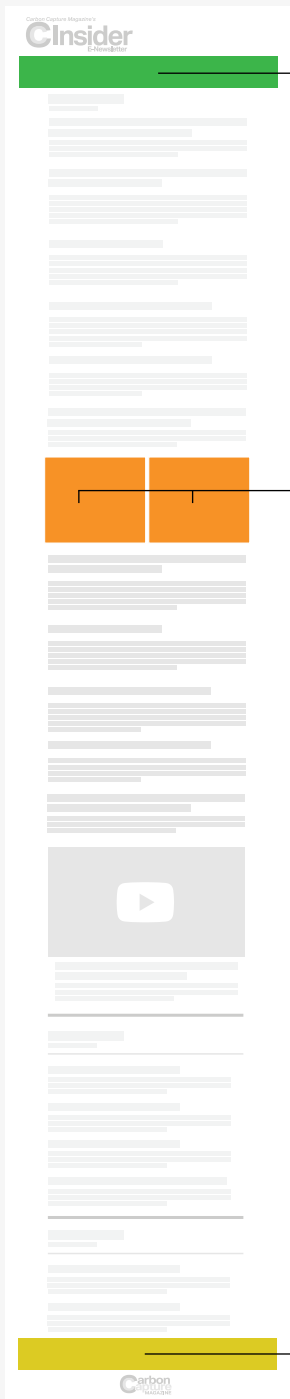
**Artwork due** 1 week prior to the start of the month

	Header Leaderboard	Skyscraper	Medium Rectangle	Footer Leaderboard	Takeover
<b>Monthly Impressions (average)</b>	2,070	2,225	2,760	829	na
<b>Price/Mo.</b>	\$349	\$349	\$195	\$95	\$4,995
<b>Size (w x h)</b>	970 x 250 40 KB	300 x 600 40 KB	300 x 250 40 KB	728 x 90 40 KB	956 x 500 100 KB
<b>Position</b>	Top of every page	Right-hand side on every page	Home page, within content or right-side of a page	Bottom of every page	Visible for 25 seconds, taking over homepage
<b>Availability</b>	4 ad slots rotate randomly/month	4 ad slots rotate randomly/month	10 ad slots rotate randomly/month	10 ad slots rotate randomly/month	1 ad slot

File Format: JPG, GIF, PNG or animated GIF\*

\*Animated GIFs not available for Takeover Ads

Note: Average monthly impressions for each ad in this position



HEADER  
LEADERBOARD

MEDIUM  
RECTANGLE

FOOTER  
LEADERBOARD

# EMAIL ADVERTISING



CC Insider E-Newsletter Example

## Newsletter Stats

Collected Jan 1 - June 30, 2024

**SUBS**

**82,000**  
Subscribers

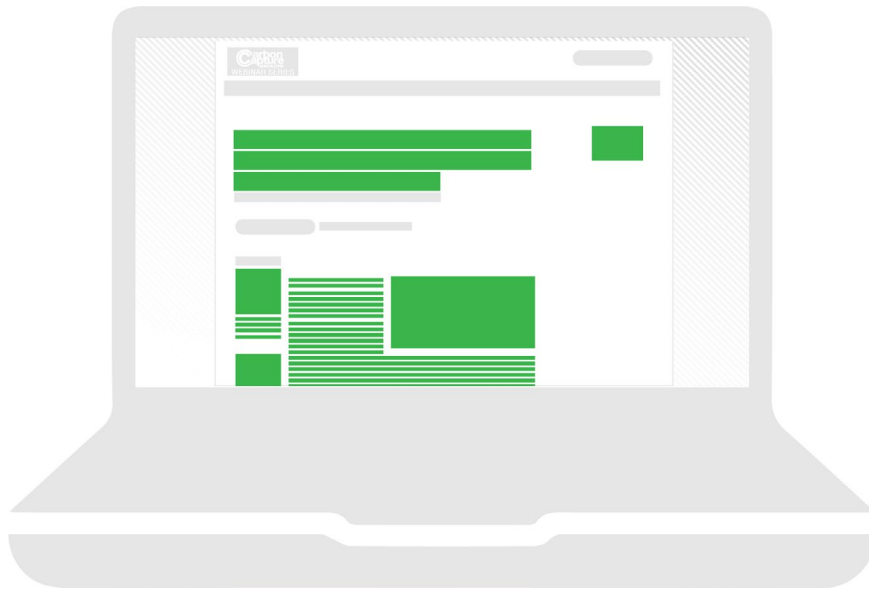
**11.5%**  
Open Average

**3.45%**  
CTR Average

**Distributed every other Wednesday.**  
Artwork due 1 week prior to the scheduled newsletter

	Top Leaderboard	Medium Rectangle	Bottom Leaderboard
Weekly Impressions (average)	9,734	10,097	10,208
Price/Newsletter	\$395	\$395	\$99
Size (w x h)	728 x 90 40 KB	300 x 250 40 KB	728 x 90 40 KB

File Format: JPG, GIF, or PNG



## Customize and Sponsor Your Own Webinar

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

## Gain Maximum Exposure & Contact Info

### Sponsor logo is featured on:

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

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

## Webinar Package \$7,500/webinar

### Includes:

- All registrant contact data, including emails
- 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

PODCAST  
SPONSOR



*Carbon Capture Magazine  
Podcast Series*



## Customize and Sponsor Your Own Podcast

[Contact Us for Upcoming Podcast Topics or Create Your Own Topic.](#)

Contact us today for more information | [service@bbiinternational.com](mailto:service@bbiinternational.com) | 866-746-8385

## Company Interview \$1,195/podcast Podcast Sponsor \$495\*

\*Includes 15-second script read twice during the podcast

### Benefits Include:

#### Reach:

- Dedicated email sent promoting the podcast (28,000+)
- Included on the weekly or bi-weekly e-newsletter (125,000+)
- Sent on all social media channels (1,400+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

#### Engagement:

- 917 YouTube Impressions
- 118 Views
- 89 Unique Views
- 10 Hours Viewed

Metrics above from 30-days. Average per podcast.



# CUSTOM CONTENT

## ADVERTISING OPTIONS

### Press Release \$999

#### Showcase Your Product or Service

Send a press release to our news list

**Includes:**

- Personal press release sent to Carbon Capture Magazine's industry news email list (28K+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom\*

\* Press release must be 300 to 400 words in length

*Press Release from  
Carbon Capture Magazine*

### Custom Designed Reprint Just \$499

#### Were You Featured with Carbon Capture Magazine?

Showcase your article and expertise to potential customers!

**Includes:**

- *Carbon Capture 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 trade show handouts at conferences
- Add credibility for potential investors

*Designed Reprint Example*

### Digital Press Package \$1,900 (a \$2,400 value)

Click Rates and/or Reports Delivered for Each Medium

**Includes:**

• **Press Release**

**Press release sent to 28,000 subscribers**

Posting press release to national press wire

• **Online Advertising**

**Medium Rectangle Ad**

- 2 on homepage, 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

# PRINT RATES & SPECS With Directory

Carbon Capture Magazine/Directory

## Magazine Issues **ADS CLOSE** **ART DUE** **LISTINGS CLOSE**

<b>Issue 1 w/ Directory</b>	<b>3/31/2025</b>	<b>4/7/2025</b>	<b>3/12/25*</b>
<b>Bonus Distribution</b>	1. Carbon Capture & Storage Summit (in all attendee bags) 2. Int'l Fuel Ethanol Workshop & Expo (in all attendee bags) 3. Carbon Capture Technology Expo North America		
<b>Issue 2</b>	<b>9/22/2025</b>	<b>9/29/2025</b>	<b>NA</b>
<b>Bonus Distribution</b>	1. Carbon Capture Technology Expo Europe 2. Carbon Capture, Utilization & Storage Conference (digital issue)		

\*Listings close for the Directory section of the print issue

## Display Advertising Rates & Sizes

Rates depend on Regular or Premium Position (see Premium Placement)

<sup>1</sup>Directory display ad. Bonus Medium Rectangle Online Ad available with directory ad purchase

<sup>2</sup>Box ad start at \$1,495 - combine for a larger ad - call for sizes; premium positions are available

<b>Premium Placement</b>	All display ad rates: per insertion/U.S. dollars <b>ALL PRICES NET</b>		
+25% <b>Inside Front Cover</b>	+25% <b>Opposite Contents Pg</b>		
+25% <b>Inside Back Cover</b>	+50% <b>Back Cover Size: 1/2 Pg H ONLY</b>		

Rates	Ads	Sizes (w x h; inches)		Guidelines	
		Non-Bleed Ads	Bleed Ads	Trim Size	Live Area for Bleed Ads
\$3,389	Two-Pg Sprd	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375
\$1,995	Half-Pg Sprd	16 x 4.625	17.5 x 5.375	17 x 5.125	16.5 x 4.875
\$1,995	Full Pg	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375
\$1,321	H 1/2 Pg	7.5 x 4.625	9 x 5.375	8.5 x 5.125	8 x 4.875
\$1,150	H 1/3 Pg	7.5 x 3.375	9 x 4.125	8.5 x 4.125	8 x 3.625
\$1,321	V 1/2 Pg	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375
\$1,150	V 1/3 Pg	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375
\$499	Directory <sup>1</sup>	3.7 x 3.23	NA	NA	NA
\$1,495	Map Ad <sup>2</sup>	3.25 x 3.25	NA	NA	NA

## Additional Advertising Options

Call for pricing

<b>Coverwraps</b>	Cover wraps are attached to the front of the magazine. Prices vary by issue.
<b>Bellybands</b>	Bellybands wrap around the outside of the magazine. Prices vary by issue.
<b>Inserts/Outserts</b>	Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

## Print Directory Section in Issue 1, Carbon Capture Magazine Listing deadline for print: 3/12/2025

## Sign-Up - Free Listing at CarbonCaptureMagazine.com

### 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 carbon capture & storage industry.

- **FREE - 1 text listing**
- **\$95 - Add additional text listings**

### LOGO + LISTING \$240/logo

Increase your organization's presence in the directory without having to largely increase the budget. Listings with logos are displayed at the top of each category.

- **\$145 - Add a logo to your free listing**
- **\$240 - Add additional logo+listings**

### DIRECTORY DISPLAY AD

Standout even more with a display ad in the directory section. Each listing will reference and direct readers to your ad.

### + Online Bonus Ad

**BONUS:** Receive 1 year FREE medium rectangle ad on Carbon Capture Magazine's Directory homepage with the purchase of a display ad. (Size/pixels: 300 w x 250 h)



### 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 Ads, vertical ads are placed on the outside edge, horizontal ads are placed at the bottom of pages.  
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 300 dpi; 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 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.  
Color Profiles: Whenever possible – do not embed or include color profiles.

### CREATING ARTWORK

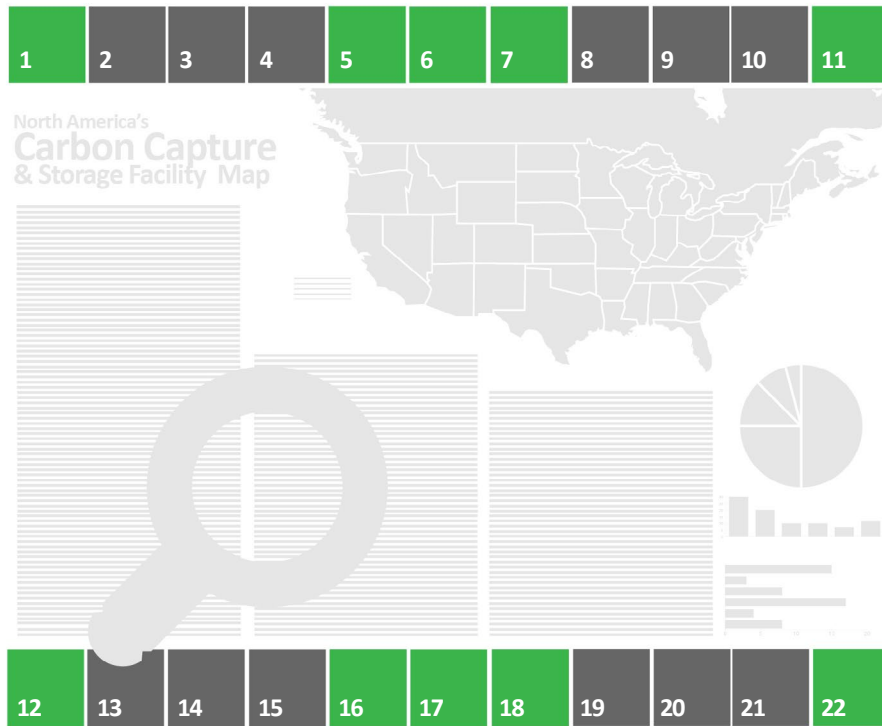
In-house Production: Carbon Capture Magazine will create advertisements for clients (3 proofs for free, a fee will be charged for additional proofs needed). The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. 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](mailto:artwork@bbiinternational.com)  
Call: 866-746-8385 for assistance

### REGULATIONS

Agency Discounts: Due to the affordable rates offered by Carbon Capture Magazine, we do not offer agency discounts.  
Invoices: 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 Carbon Capture 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. Carbon Capture 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. Carbon Capture 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 Carbon Capture 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.CarbonCaptureMagazine.com](http://www.CarbonCaptureMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com



Actual Size: 40" x 29"  
Premium Positions indicated in Green

**Mailed with Issue 2, 2025 of Carbon Capture Magazine**  
**BONUS:** Free 12-month online ad, on [CarbonCaptureMagazine.com](http://CarbonCaptureMagazine.com),  
with the purchase of a map print ad

## Sent to 6,500 Facilities, Stakeholders and Attendees of Related Events.

Carbon Capture Magazine's 2026 North America's Carbon Capture and Storage Facility Map will identify facilities currently or planning to capture and/or store carbon in the U.S. and Canada. Color coded for quick reference, the map indicates yearly carbon captured or stored and future facilities looking to capture carbon. Listings include name of facility, city, state, feedstock and capacity.

	Premium Ads	Standard Ads
Price	\$1,995	\$1,495
Ads Close	8/27/2025	
Artwork Due	8/27/2025	
Size (w x h) Inches	1 Box - <b>3.25 x 3.25</b> 2 Box - <b>6.675 w x 3.25</b> 3 Box - <b>10.125 x 3.25</b>	

File Format: High Resolution PDF.  
Send Artwork to: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)

### Distribution

Mailed to 6,500+ facilities and industry stakeholders.

- All major facilities currently or proposed to capture carbon in the U.S. and Canada
- All ethanol facilities in the U.S. and Canada
- Major concrete projection companies
- Utility, oil, and gas companies

### Following Industry Events:

1. Carbon Capture & Storage Summit (in all attendee bags)
2. International Fuel Ethanol Workshop & Expo (in all attendee bags)
3. Carbon Capture Technology Expo North America (media table)

# ADDITIONAL OPPORTUNITIES

ADVERTISING: MEDIA & EVENTS

**BBI INTERNATIONAL  
MEDIA & EVENTS**

**Ethanol**  
PRODUCER MAGAZINE

EthanolProducer.com

**BIOMASS**  
MAGAZINE

BiomassMagazine.com

**BIODIESEL**  
MAGAZINE

BiodieselMagazine.com

**Carbon**  
Capture  
MAGAZINE

CarbonCaptureMagazine.com

*Biomass Magazine's*  
**Pellet Mill**  
MAGAZINE

BiomassMagazine.com

**SAF**  
MAGAZINE  
*Serving the Global Sustainable Aviation Fuel Industry*

SAFMagazine

**UAS**  
MAGAZINE

UASMagazine.com

INTERNATIONAL  
**FEW**  
FUEL ETHANOL  
WORKSHOP & EXPO

FuelEthanolWorkshop.com

INTERNATIONAL  
**BIOMASS**  
CONFERENCE & EXPO

BiomassConference.com

**SUSTAINABLE  
FUELS  
SUMMIT**  
SAF • Renewable Diesel • Biodiesel

SustainableFuelsSummit.com

**CARBON  
CAPTURE &  
STORAGE**  
SUMMIT

CarbonCaptureStorageSummit.com

**NORTH AMERICAN  
SAF**  
CONFERENCE & EXPO

SAFConference.com

**UAS SUMMIT  
& EXPO**

TheUASSummit.com

## Vision

BBI International is global leader in biofuels Media & Events, fostering energized growth, opportunity, and success for the industries we serve.

## Mission

Our mission is to unite our customers through meaningful, reliable platforms, offering opportunities to educate, collaborate and grow.