

# EDITORIAL CALENDAR

ETHANOL PRODUCER MAGAZINE

*Ethanol Producer Magazine*

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>January</b>	<b>Fermentation Optimization: Yield and Performance</b>	11/13/23	11/20/23	Iowa Renewable Fuels Summit
<b>February</b>	<b>Grain Storage and Handling Systems and Services</b>	12/11/23	12/18/23	Growth Energy Executive Leadership Conference National Ethanol Conference- In all attendee bags
<b>March</b>	<b>Plant Hygiene Products and Solutions</b>	1/15/24	1/22/24	National Ethanol Conference - Mailed to all attendees International Biomass Conference & Expo
<b>April</b>	<b>Coproduct Maximization: Protein, Corn Oil and More</b>	2/12/24	2/19/24	ACE Fly-In & Government Affairs Summit Biodiesel Summit: Renewable Diesel & Sustainable Aviation Fuel- Seat Drop
<b>May</b>	<b>Enhanced Ethanol Plant Automation</b>	3/11/24	3/18/24	Int'l Fuel Ethanol Workshop & Expo - Hotel Drop
<b>June</b>	<b>Plant Maintenance and Reliability Solutions</b> <a href="#">AdStudy- June issue of EPM*</a>	4/15/24	4/22/24	Int'l Fuel Ethanol Workshop & Expo - In all attendee bags Carbon Capture & Storage Summit- In all attendee bags Biodiesel Summit: Renewable Diesel & Sustainable Aviation Fuel- In all attendee bags
<b>July</b>	<b>High-Purity Alcohol Platforms: GNS, USP and More</b>	5/13/24	5/20/24	Int'l Fuel Ethanol Workshop & Expo - Mailed to all attendees ASABE Annual Meeting Biofuels International Conference & Expo (digital issue distribution)
<b>August</b>	<b>Sustainable Aviation Fuel (SAF): Alcohol to Jet Fuel</b>	6/24/24	7/1/24	ACE Conference - In all attendee bags DGTC Annual Meeting Team M3 Ethanol Maintenance Conference North American SAF Conference & Expo
<b>September</b>	<b>Energy Systems, Renewables and CI Reduction</b>	7/15/24	7/22/24	Growth Energy Biofuels Summit
<b>October</b>	<b>Lab, Quality and Data Analytics</b>	8/12/24	8/19/24	Fuel Ethanol Lab Conference
<b>November</b>	<b>Carbon Capture, Utilization and Storage (CCUS)</b> <a href="#">BrandStudy - November issue of EPM*</a>	9/16/24	9/23/24	World Ethanol & Biofuels Conference
<b>December</b>	<b>Diversification Opportunities: Next-Gen Biorefining</b>	10/14/24	10/21/24	Mailed to all 2024 EPM webinar attendees

*\*Note: Only full and half-page advertisements qualify to be involved in each study.*

# PRINT RATES & SPECS

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

## PREMIUM PLACEMENTS:

**MAGAZINE** (in addition to the rate)

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

**DIRECTORY** (flat rate, no in addition)

- \$3,260 **Back Cover** (1/2 pg Horizontal Ad)
- \$5,547 **Inside Back Cover**
- \$5,547 **Inside Front Cover**
- \$5,547 **Opposite Contents Pg**
- \$5,547 **Page 3**
- \$4,200 **Front of Book**



## BELLYBANDS

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

Call for pricing.



## COVERWRAPS

Cover wraps are attached to the front 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

\*Depends on Regular or Premium Position

<sup>1</sup> Directory Premium prices to the right, under Premium Placements

Rates & Sizes Magazine & Maps	1x	3x	6x	9x	12x	Directory Ad Rates	Magazine Options	Directory Options	Map Option
<b>Two-Page Spread</b>	\$9,333	\$8,480	\$7,711	\$7,007	\$6,376	\$6,154	✓	✓	
<b>Half-Page Spread</b>	\$5,327	\$4,845	\$4,405	\$4,011	\$3,616	\$4,105	✓	✓	
<b>Full Page</b>	\$5,077	\$4,621	\$4,197	\$3,825	\$3,443	\$4,105	✓	✓	
<b>2/3 Page</b>	\$3,493	\$3,177	\$2,880	\$2,625	\$2,359	NA	✓	✓	
<b>1/2 Page</b>	\$2,740	\$2,497	\$2,267	\$2,202	\$1,863	\$2,173	✓	✓	
<b>1/3 Page</b>	\$1,999	\$1,743	\$1,575	\$1,428	\$1,294	\$1,354	✓	✓	
<b>Marketplace</b>	\$499	\$499	\$499	\$499	\$499	NA	✓		
<b>Box Ad*</b>	\$3,650- \$4,650	NA	NA	NA	NA	NA			✓

## 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
<b>Two-Page Spread</b>	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	✓	✓	
<b>Half-Page Spread</b>	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	✓	✓	
<b>Full Page</b>	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	✓	✓	
<b>1/2 Page H</b>	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	✓	✓	
<b>1/3 Page H</b>	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	✓	✓	
<b>2/3 Page V</b>	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	✓		
<b>1/2 Page V</b>	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	✓	✓	
<b>1/3 Page V</b>	2.5 w x 9.875 h	3.25 w x 11.375 h	3 w 10.875 h	2.25 w x 10.375 h	✓	✓	
<b>1/2 Page Island</b>	5 w x 6.875 h	NA	NA	NA	✓		
<b>1/3 Page Island</b>	5 w x 5.125 h	NA	NA	NA	✓		
<b>Marketplace*</b>	2.5 w x 3 h	NA	NA	NA	✓		
<b>Box Ad*</b>	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: 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

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

Call: 866-746-8385 for assistance

## REGULATIONS

Agency Discounts: Due to the affordable rates offered by Ethanol Producer 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 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.

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

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