

# WE ARE ETHANOL

Reporting Ethanol Business  
FOR 30 YEARS

# ETHANOL PRODUCER MAGAZINE

2024 MEDIA KIT

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

**BBI INTERNATIONAL**  
MEDIA & EVENTS

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**Ethanol**  
PRODUCER MAGAZINE

[EthanolProducerMagazine.com](http://EthanolProducerMagazine.com) [service@bbiinternational.com](mailto:service@bbiinternational.com) | (866) 746-8385



# WHO WE ARE

## EDITORIAL SCOPE

*Ethanol Producer Magazine* is the No. 1 source for ethanol industry news, trends and statistics. Through our print publication and website, we deliver both daily news and industry trend features to our audience of producers, service providers and vendors. *Ethanol Producer Magazine* gives producers the well-organized information they need to keep their production and efficiency on pace with the rest of the industry.

Our monthly print magazine offers readers thoroughly researched, staff-written feature articles, contributions from the industry's most well-known names, and opinion pieces from the advocates the ethanol industry looks to for support. They cover finance, policy, regulations, equipment innovations, export markets, operational efficiency, staffing and more. Meanwhile, the website delivers the breaking and spot news our readers want to digest daily. It's all sent out in the newsletter each Tuesday.

Readers also can stay on top of the layout of their industry, using the biannual U.S. & Canada Fuel Ethanol Plant Map. Through incredible effort by our team, we possess the most up-to-date, accurate information on ethanol plant sizes, locations and operational statuses. The map hangs on control room walls all across the country.

Our reach hits all corners of the world, and the global industry converges each year for *Ethanol Producer Magazine's* International Fuel Ethanol Workshop & Expo. Boasting over 2,000 attendees and 300 trade show vendors, it's the industry's largest event. Regular job satisfaction surveys, informational webinars and an industry directory round out the ethanol industry coverage provided by *Ethanol Producer Magazine*. We don't miss a thing.

## THE TEAM

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## CONTRIBUTING

To contribute or suggest editorial content, send a brief summary or abstract of the article to:  
**Tom Bryan**, Editor, *Ethanol Producer Magazine*  
tbryan@bbiinternational.com or call 866-746-8385

ETHANOL  
PRODUCER  
MAGAZINE  
IS THE

**#1 SOURCE**

OF INFORMATION FOR AND  
ABOUT ETHANOL PRODUCERS  
AND INDUSTRY PROS.

# WHO WE REACH

*Ethanol Producer Magazine* is all about reader engagement. Its undeniable credibility derived from superior industry journalism.

## ONLINE & SOCIAL

751K+  
Global Page Views/Yr

206K+  
U.S. Visitors

15K+  
Social Footprint

## PRINT

5,000  
Readers

33K+  
Digital Audience

2.75K+  
Digital Print Views  
on Issuu.com

## EVENTS / WEBINARS

10+  
Events/Webinars

150K+  
Global Reach

150+  
Attendees Per  
Webinar

## NEWSLETTERS

60K+  
Newsletters  
Subscribers

52  
Issues Per Year

#1  
For Readers,  
Producers, &  
Industry Pros

## DIRECTORY & MAPS

7,200+  
Readers

15K+  
Digital Audience

10K+  
Directory Views on  
Issuu.com

## TOP 5 INDUSTRIES

EQUIPMENT & SERVICES

CONSULTING

BIOFUELS PRODUCER – CONVENTIONAL

EXISTING PRODUCER

TECHNOLOGY/ENGINEERING



## SUBSCRIPTIONS

*Ethanol Producer Magazine* is printed monthly and is FREE to subscribers.

Subscriptions are available at [EthanolProducer.com](http://EthanolProducer.com)

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

# ETHANOL PRODUCER

ADVERTISING OPPORTUNITIES \*Also available online



## PRINT

5K+ circulation  
**Ethanol Producer Magazine\***

Printed monthly (12x)  
2,750+ Issuu.com Impressions/issue

7K+ circulation  
**U.S. & Canada Fuel Ethanol Plant Map**

Printed twice yearly (2x)  
2,600+ Issuu.com Impressions/map

7K+ circulation  
**Fuel Ethanol Industry Directory\***

Printed yearly (1x)  
10,000+ Issuu.com Impressions

## ONLINE

751K+ page views/yr  
**EthanolProducer.com**  
Month Duration (12x)

60K+ subscribers  
**Ethanol Week E-Newsletter**  
Distributed Weekly (52x)

## CUSTOM

65K+ subscribers  
**Digital Press Package**  
Click rates/reports for each medium

5K+ readers  
**Spotlight Feature\***  
Featured in *Ethanol Producer Magazine*

65K+ subscribers  
**Custom Press Release**  
Custom, Unlimited

200K+ listeners  
**EPM's Podcast Series**  
Custom, Unlimited

## EVENTS + WEBINARS

150-200 attendees  
**EPM's Webinar Series**  
Custom, Unlimited

2,000+ attendees  
**Int'l Fuel Ethanol Workshop & Expo**  
Est. 600+ Producers  
June 10-12, 2024 in Minneapolis, MN

## RENEWABLE ENERGY OPTIONS

PRINT  
5K+ circulation  
**Biodiesel Magazine\***  
Printed bi-annually (2x)

PRINT  
7K+ circulation  
**Biomass Magazine\***  
Printed quarterly (4x)

PRINT  
5K+ circulation  
**Carbon Capture Magazine\***  
Printed bi-annually (2x)

PRINT  
5K+ circulation  
**SAF Magazine\***  
Printed bi-annually (2x)

## EVENT

2,000+ attendees  
**Int'l Fuel Ethanol Workshop & Expo**  
Est. 600+ Producers  
June 10-12, 2024 in Minneapolis, MN

## EVENT

2,000+ attendees  
**Biodiesel Summit: Sustainable Aviation Fuels & Renewable Diesel**  
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.**

**52%**  
**RECALL** A PRODUCT OR SERVICE

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

# THE FACTS

## ABOUT PRINT ADVERTISING

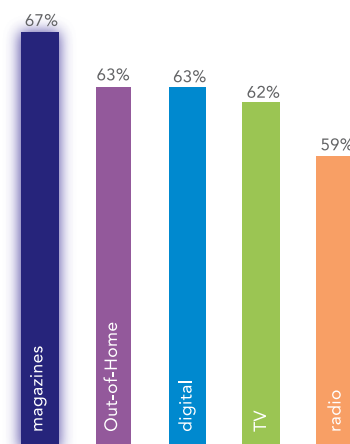
**Ads in magazines are more engaging and valued than ads in other media**

(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

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

Positivity of ads in each medium



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.

# EDITORIAL CALENDAR

## 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> <i>AdStudy- June issue of EPM*</i>	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> <i>BrandStudy - November issue of EPM*</i>	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.*

# DIRECTORY

## ADVERTISING

Fuel Ethanol Industry Directory

Directory.EthanolProducer.com

PRINT + ONLINE

PURCHASE A LISTING = RECEIVE 1 PRINT & 1 ONLINE

### 2024 FUEL ETHANOL INDUSTRY DIRECTORY

directory.ethanolproducer.com

Open Closing

Open For Listings 7/2023 4/3/2024

Sign-up for Listings at [directory.ethanolproducer.com](https://directory.ethanolproducer.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 4/3/2024 4/10/2024

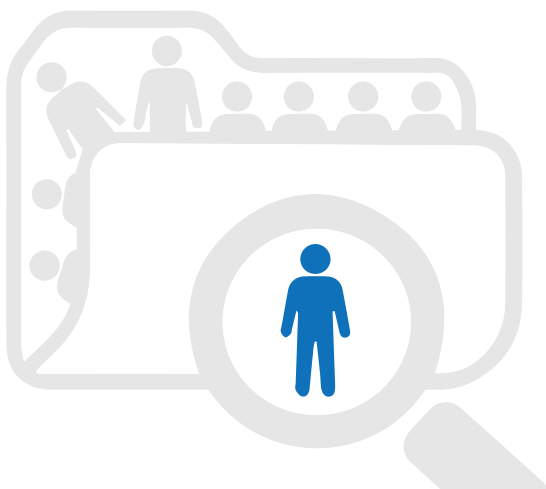
**RATES, SIZES & SPECS  
CAN BE FOUND ON PAGE 8**

### CIRCULATION

Display your company to more than  
7,000 ethanol industry professionals for FREE

The Fuel Ethanol Industry Directory is circulated throughout the fuel ethanol industry. Including the following:

- All Ethanol Producer Magazine subscribers
- All International Fuel Ethanol Workshop & Expo attendees (in attendee bags)
- All North American ethanol production facilities (three to each plant)
- Attendees of all other major ethanol conferences
- Attendees of Carbon Capture & Storage Summit



### ADVERTISING OPTIONS

Directory.EthanolProducer.com

Sign-up for free listing

#### 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 ethanol industry. Each additional listing is \$95. In order to receive your free listing, visit our website at [directory.ethanolproducer.com](https://directory.ethanolproducer.com) and register online.

Fluid Quip Technologies, LLC  
6105 Rockwell Drive Northeast  
Cedar Rapids, IA 52402  
Keith Jakel, Sales & Marketing Manager  
Phone (319-320-7709)  
kjake@fluidquiptechnologies.com  
www.fluidquiptechnologies.com

Print Listing

Fluid Quip Technologies, LLC  
www.fluidquiptechnologies.com

P: 319-320-7709

Mailing Address:  
6105 Rockwell Drive Northeast  
Cedar Rapids, IA 52402

Company Contact:  
Keith Jakel  
Sales & Marketing Manager  
kjake@fluidquiptechnologies.com

Fluid Quip Technologies, LLC brings over 25 years of experience in corn wet/dry milling, ethanol and ag processing industries to provide value to customers around the world. FQT provides fully integrated custom technologies and services to dry-grind ethanol and biochemical facilities which include full plant design, process optimization studies, yield improvement technologies, new co-product technologies, and turnkey capital projects.

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 plus logo costs \$240. (Listings without a logo are \$95 each. Adding a logo to your one free listing is \$145.)

FLUID QUIP  
TECHNOLOGIES  
Fluid Quip Technologies, LLC  
6105 Rockwell Drive Northeast  
Cedar Rapids, IA 52402  
Keith Jakel, Sales & Marketing Manager  
Phone (319-320-7709)  
kjake@fluidquiptechnologies.com  
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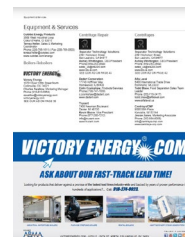
FLUID QUIP  
TECHNOLOGIES

Fluid Quip Technologies, LLC brings over 25 years of experience in corn wet/dry milling, ethanol and ag processing industries to provide value to customers around the world. FQT provides fully integrated custom technologies and services to dry-grind ethanol and biochemical facilities which include full plant design, process optimization studies, yield improvement technologies, new co-product technologies, and turnkey capital projects.

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.EthanolProducer.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

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 <sup>1</sup>	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 x 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).

**Method of Distribution:** U.S. Postal Service-Periodical  
**Subscription Prices:** Subscriptions to Ethanol Producer 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.EthanolProducerMagazine.com](http://www.EthanolProducerMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)



# MAP

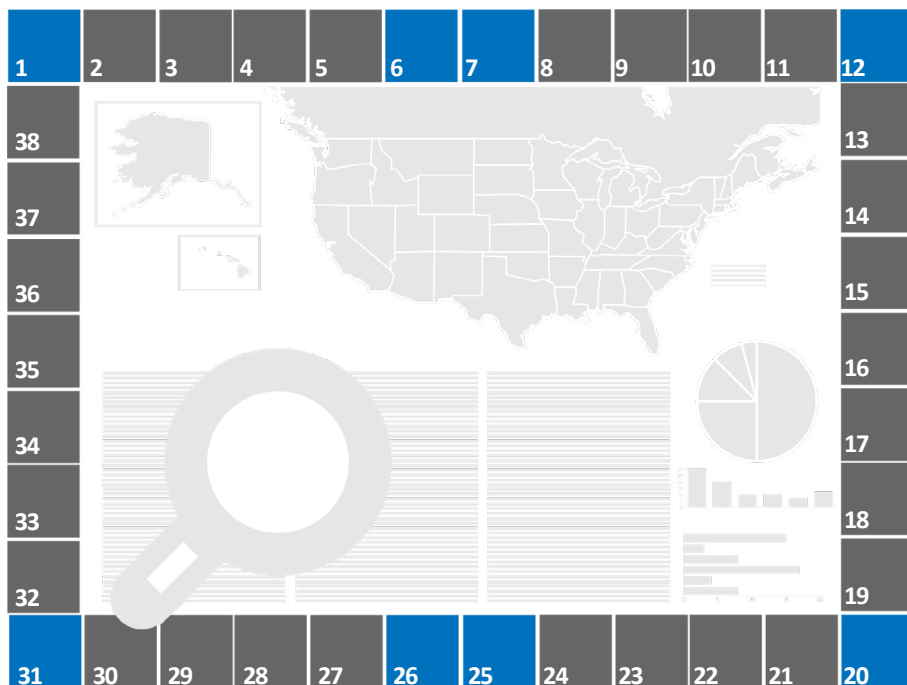
## ADVERTISING

U.S. & Canada Fuel Ethanol Plant Map

## U.S. & Canada Fuel Ethanol Plant Maps

### Winter & Summer

**BONUS:** Free 6 month online ad on [www.EthanolProducer.com](http://www.EthanolProducer.com) with the purchase of a print ad



Actual Size: 43" x 33.25"  
Premium Positions Indicated in Blue

*Ethanol Producer Magazine's Fuel Ethanol Plant Map* identifies conventional and cellulosic ethanol plants in the U.S. and Canada. Color coded for quick reference, the map indicates both conventional sugar/starch facilities and cellulosic ethanol facilities, showing installed capacity, plants under construction, as well as proposed plants. The minimum size included on the list is 1 MMgy. Listings include name of facility, city, state, feedstock and capacity.

## SENT TO 7,000+ PRODUCERS & ETHANOL PROFESSIONALS

### U.S. & CANADA FUEL ETHANOL PLANT MAPS

Issue	Ad Close	Artwork
2024 Summer	3/27/2024	3/27/2024
2025 Winter	8/21/2024	8/21/2024

### PRICES

Ad Options	Price	Qty	Cost
Premium Square	\$4,650 x	___	\$ ___
Standard Square	\$3,650 x	___	\$ ___

Advertising Total \$ \_\_\_

### DISTRIBUTION

All *Ethanol Producer Magazine* Subscribers  
All ethanol production facilities  
Following Industry Events:

Summer Map:

- 2024 International Fuel Ethanol Workshop & Expo (in all attendee bags)
- 2024 ACE Conference
- Ethanol 101
- 2024 North American SAF Conference & Expo

Winter Map:

- 2025 National Ethanol Conference
- 2025 Iowa Renewable Fuels Summit
- 2025 Growth Energy Executive Leadership Conference
- 2025 International Biomass Conference & Expo

Summer Map mailed with July 2024 issue  
Winter Map mailed with January 2025 issue

### SUBMIT ARTWORK TO

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

### SPECS

Advertising Submission Format  
Electronic Files: 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.

**SIZES & SPECS  
CAN BE FOUND ON PAGE 7**

**HEADER LEADERBOARD**  
2289 Average Daily Impressions\*

**TAKE OVER**  
5.91% CTR

**SKYSCRAPER**  
1828 Average Daily Impressions\*

**MEDIUM RECTANGLE**  
3271 Average Daily Impressions\*

**MEDIUM RECTANGLES**  
3271 Average Daily Impressions\*

**SKYSCRAPER**  
1828 Average Daily Impressions\*

**FOOTER LEADERBOARD**  
2289 Average Daily Impressions\*

\*Average daily impressions for all ads in this position

# ONLINE ADVERTISING

EthanolProducer.com

**EthanolProducer.com**  
Advertise on EthanolProducer.com

## HEADER LEADERBOARD \$1,395/month

DIMENSIONS	970 x 250 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 \$1,495/month

DIMENSIONS	300 x 600 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 \$1,295/month

DIMENSIONS	300 x 250 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 \$495/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 \$7,995/month

DIMENSIONS	956 x 500 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 **62,500** page views/month  
Totaling **751,000** page views/year

**40,200**

Avg. Overall Users Per Month

**483,000**

Avg. Overall Users Per Year

**62,500**

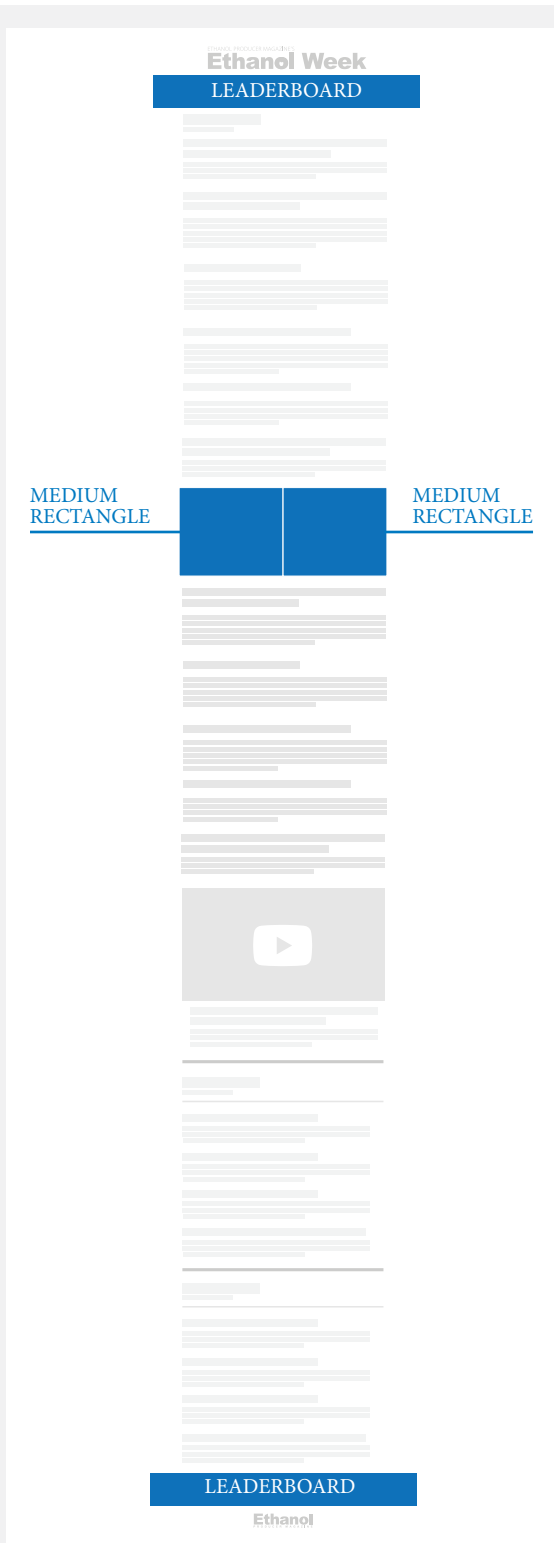
Avg. Overall Page Views Per Month

**751,000**

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



# EMAIL ADVERTISING

*Ethanol Week E-Newsletter*

Advertise on Ethanol Week

## LEADERBOARD-TOP

**\$1,195/week**

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

## MEDIUM RECTANGLE

**\$995/week**

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

## LEADERBOARD-BOTTOM

**\$495/week**

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

## Ethanol Week E-Newsletters

### ETHANOL WEEK SCHEDULE

**Distributed every Tuesday**

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

**60,000 Subscribers**  
**10.9% Open Average**  
**1.94% CTR Average**

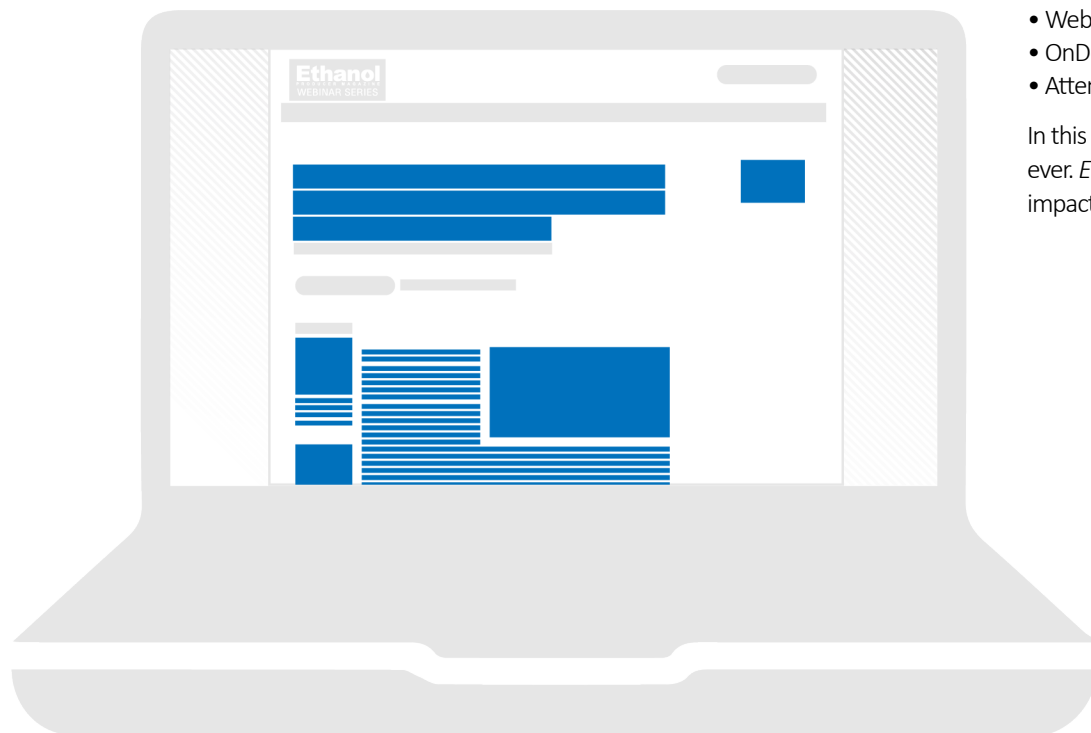
Stats Collected January 1-December 31, 2022



# WEBINAR

## SPONSOR

*EPM Webinar Series*



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

Customize and sponsor your own webinar with EPM's Webinar Series

### GAIN MAXIMUM EXPOSURE & CONTACT INFO

Sponsor logo is featured on:

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

In this era of digital marketing, creating an integrated approach is more important than ever. *Ethanol Producer 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 61,500 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

*Ethanol Producer Magazine  
Podcast Series*



**INTERVIEW WITH YOUR COMPANY** \$1,495/podcast

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

### Benefits include

#### Reach:

- Dedicated email sent promoting the podcast (63,000+)
- Included on the weekly or bi-weekly e-newsletter (45,000+)
- Sent on all social media channels (14,000+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

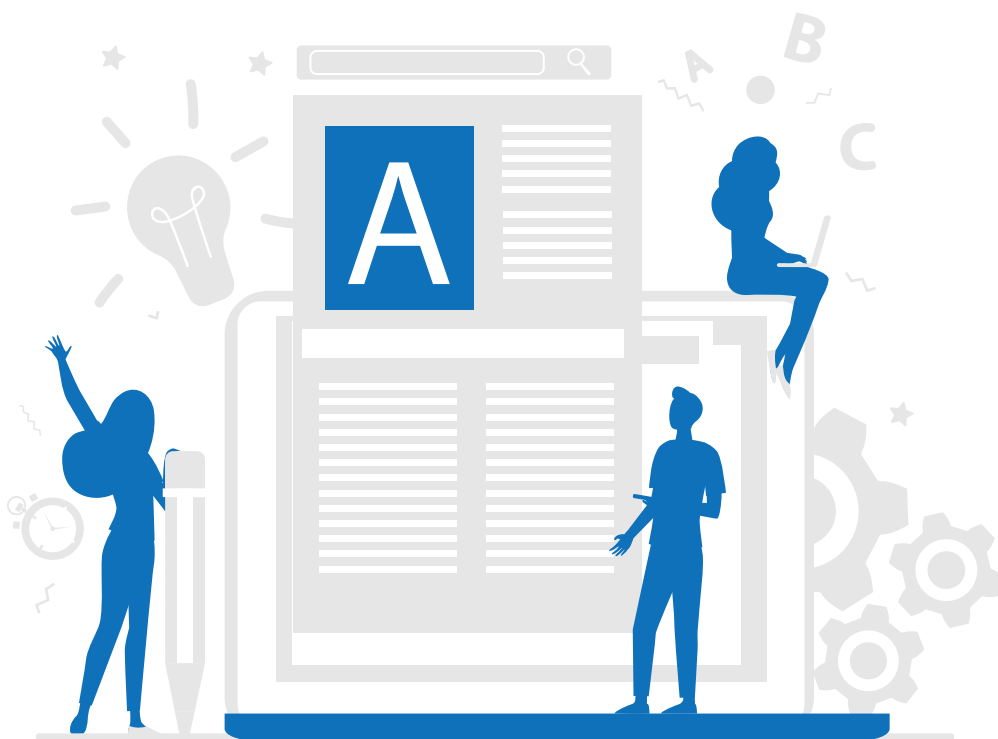
#### Engagement:

- 3,150 YouTube Impressions
- 150 Views
- 117 Unique Views
- 16 Hours Viewed

Metrics above from 30-days. Average per podcast.

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

[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



## CUSTOM DESIGNED REPRINT

Just \$599

Were you featured in  
*Ethanol Producer Magazine*?

*Designed Reprint*

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

# CUSTOM CONTENT ADVERTISING

*Press Release*

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

## PRESS RELEASE SENT TO EMAIL LIST

\$1,495\*

### Includes:

- Personal press release sent to *Ethanol Producer Magazine's* industry news email list (65,000+)
- 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

\$2,495\*

### Includes:

- Team of professional writers will create a press release about your product or service
- Personal press release sent to *Ethanol Producer Magazine's* industry news email list (65,000+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom

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

## SPOTLIGHT FEATURE

Only \$4,795

Products & Services Spotlight Feature

*Spotlight Feature*

LIMITED AVAILABILITY

### As a Spotlight Feature You Will Receive the Following:

- A custom story written in the Products and Services Spotlight feature article containing information about your company
- The feature article mailed to 5,000 readers
- Print article posted on EthanolProducer.com and distributed via our social media suite with ability to track views
- Your company's contact information sent to 65,000+ ethanol 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 Be a Part of the *Products and Services Spotlight Feature*

The spotlight article will be about select companies that provide equipment, products and services to the ethanol industry.



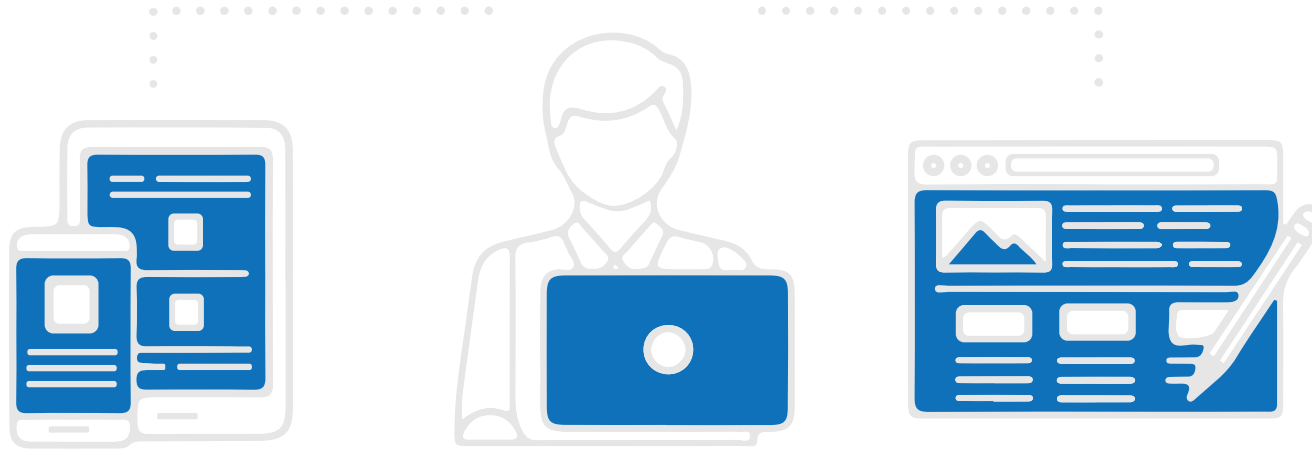
# DIGITAL PRESS PACKAGE

## DIGITAL PRESS PACKAGE

Package rate is \$2,300

(a \$3,090 value)

Click Rates and/or Reports Delivered for Each Medium



### PRESS RELEASE

**Press release sent to  
65,000 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 (15k social media subscribers)