PRINT Rates and Specs

View Ethanol Producer Magazine PRINT issue

Display Advertising Rates & Sizes

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

*Box ad start at $3,829 - combine for a larger ad - call for sizes; premium positions are available

Premium Placement

All display ad rates: per insertion/U.S. dollars **ALL PRICES NET**

+25% **Inside Front Cover** +25% **Opposite Contents Pg**
+25% **Inside Back Cover** +50% **Back Cover** *Size: 1/2pg H ONLY*

Ads	Rates						Sizes (w x h; inches)		Guidelines (bleed ads)		Products		
	1x	3x	6x	9x	12x	Directory	No Bleed	With Bleed	Trim Size	Live Area	Magazine	Directory	Map
Two-Page Spread	$9,799	$8,899	$8,095	$7,355	$6,589	$6,459	16 x 9.875	17.5 x 11.375	17 x 10.875	16.5 x 10.375	✓	✓	x
Half-Page Spread	$5,595	$5,085	$4,625	$4,209	$3,795	$4,309	16 x 4.625	17 x 5.375	17 x 5.125	16.5 x 4.875	✓	✓	x
Full Page	$5,329	$4,849	$4,405	$4,015	$3,615	$4,309	7.5 x 9.875	9 x 11.375	8.5 x 10.875	8 x 10.375	✓	✓	x
1/2 Page H	$2,875	$2,619	$2,379	$2,309	$1,955	$2,279	7.5 x 4.625	9 x 5.375 h	8.5 x 5.125	8 x 4.875	✓	✓	x
1/3 Page H	$2,099	$1,829	$1,649	$1,499	$1,359	$1,419	7.5 x 3.375	9 x 4.125 h	8.5 x 4.125	8 x 3.625	✓	✓	x
2/3 Page V	$3,665	$3,335	$3,025	$2,755	$2,475	N/A	5 x 9.875	5.75 x 11.375	5.5 x 10.875	4.75 x 10.375	✓	x	x
1/2 Page V	$2,875	$2,619	$2,379	$2,309	$1,955	$2,279	3.75 x 9.875	4.5 x 11.375	4.25 x 10.875	3.5 x 10.375	✓	✓	x
1/3 Page V	$2,099	$1,829	$1,649	$1,499	$1,359	$1,419	2.5 x 9.875	3.25 x 11.375	3 x 10.875	2.25 x 10.375	✓	✓	x
1/2 Page Island	$2,875	$2,619	$2,379	$2,309	$1,955	N/A	5 x 6.875	NA	NA	NA	✓	x	x
1/3 Page Island	$2,099	$1,829	$1,649	$1,499	$1,359	N/A	5 x 5.125	NA	NA	NA	✓	x	x
Marketplace	$525	$525	$525	$525	$525	N/A	2.5 x 3	NA	NA	NA	✓	x	x
Box Ad (Map)*	$3,829 - $4,879*						3.25 x 3.25*	NA	NA	NA	x	x	✓

Additional Advertising Options Call for pricing. Prices vary by issue.

Coverwraps Cover wraps are attached to the front of the magazine.

Bellybands Bellybands wrap around the outside of the magazine.

Inserts/Outserts Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.

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 ¼" 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: *Ethanol Producer 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

artwork@bbiinternational.com
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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