

PRINT

RATES & SPECS

With Directory

[Click & See Example](#)

SAF Magazine/Directory

Magazine Issues

Issue 1

Bonus Distribution

1. Int'l Fuel Ethanol Workshop & Expo (in all attendee bags)
2. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel
3. ACE Fly-In/Government Affairs Meeting
4. CAAFI Conference

Issue 2 w/ Directory

Bonus Distribution

1. North American SAF Conference & Expo
2. 2026 Clean Fuels Conference
3. 2026 Iowa Renewable Fuels Summit
4. 2026 National Ethanol Conference
5. 2026 Growth Energy Executive Leadership Conference

ADS CLOSE **ART DUE**

2/17/2025 **2/24/2025**

7/28/2025 **8/4/2025**

Display Advertising Rates & Sizes

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

¹Bonus Medium Rectangle Online Ad Available with Directory Ad Purchase

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: 1/2 Pg H ONLY**

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 ¹	3.7 x 3.23	NA	NA	NA

Additional Advertising Options

Call for pricing

Coverwraps

Cover wraps are attached to the front of the magazine. Prices vary by issue.

Bellybands

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

Inserts/Outserts

Inserts are stitched into the magazine on 100# stock.

Outserts are poly-bagged with the magazine.

Print Directory Section

Issue 2, SAF Magazine

Listing deadline for print: 7/9/2025

Sign-Up - Free Listing

SAFMagazine.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 SAF 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 SAF Magazine's Directory homepage with the purchase of a display ad.



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: SAF 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
 Call: 866-746-8385 for assistance

REGULATIONS

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