



SAF MAGAZINE

2024 MEDIA KIT

ONLINE < E-NEWSLETTER < PODCASTS < PRINT < DIGITAL < EVENTS < WEBINARS

**BBI INTERNATIONAL
MEDIA & EVENTS**

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SAF
MAGAZINE

SAFMagazine.com service@bbiinternational.com | (866) 746-8385



WHO WE ARE



SAF Magazine is a print and online news and data source designed specifically for companies and organizations advancing technologies that support the development of Sustainable Aviation Fuel (SAF). Our online news source gathers top stories, research, data, trends and information on all aspects of SAF production with the goal to help companies build knowledge, connect with others, and better understand the market.

SAF Flyer is a bi-weekly newsletter covering industry policies, news, and technologies that support SAF research, feasibility and production, and feature stories on the current and ongoing efforts being undertaken to tackle the reduction of GHG emissions as it relates to the aviation industry.

SAF MAGAZINE
IS THE
**PREMIER
SOURCE**

OF NEWS AND INFORMATION
ABOUT THE SUSTAINABLE
AVIATION FUEL INDUSTRY

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To contribute, send a brief summary or abstract of the article to:

Anna Simet, Editor *SAF Magazine*
asimet@bbiinternational.com or call 866-746-8385

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

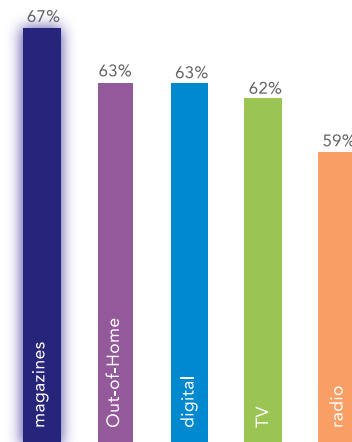
Ads in magazines are more engaging and valued than ads in other media

(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.

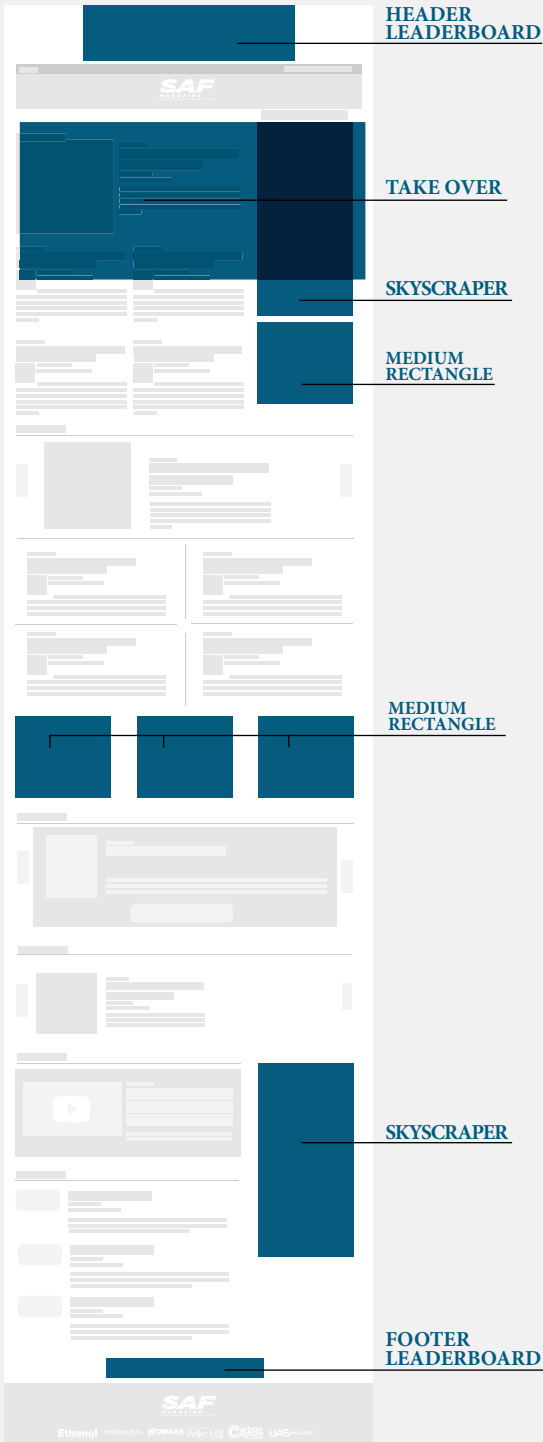
EDITORIAL CALENDAR

SAF MAGAZINE



SAF Magazine

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
Issue 1	Production R&D, Policy, Technology, Project Development Plant Construction	2/12/2024	2/19/2024	Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel (Seat Drop) Carbon Capture & Storage Summit Int'l Fuel Ethanol Workshop & Expo
Issue 2 with Directory	Feedstock Supply and Sustainability, Procurement, Transportation and Storage, Pretreatment and Processing	7/29/2024	8/5/2024	North American SAF Conference & Expo (in all attendee bags) Clean Fuels Conference Iowa Renewable Fuels Summit



ONLINE ADVERTISING

SAFMagazine.com

SAFMagazine.com
Advertise on SAFMagazine.com

HEADER LEADERBOARD \$349/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 \$349/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 \$195/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 \$95/month

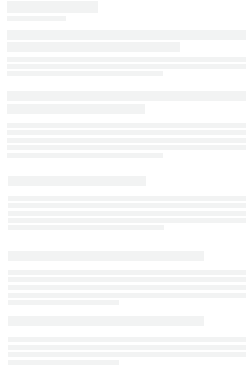
DIMENSIONS 728 x 90 pixels
 FILE SIZE 40k limit
 POSITION Bottom of every page
 AVAILABILITY 5 Ad Slots
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, or animated GIF

TAKEOVER AD \$4,995/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

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



MEDIUM
RECTANGLE

MEDIUM
RECTANGLE



EMAIL ADVERTISING

*SAF Flyer E-Newsletter Example
(Example)*

LEADERBOARD-TOP

\$395/week

DIMENSIONS 728x90 pixels
FILE SIZE 40k limit
FORMAT JPEG, GIF

MEDIUM RECTANGLE

\$395/week

DIMENSIONS 300x250 pixels
FILE SIZE 40k limit
FORMAT JPEG, GIF

LEADERBOARD-BOTTOM

\$99/week

DIMENSIONS 728x90 pixels
FILE SIZE 40k limit
FORMAT JPEG, GIF



Advertise on SAF Flyer E-Newsletter

SAF FLYER E-NEWSLETTER
Distributed every other Wednesday.

Artwork due one week prior
to scheduled newsletter.

160,000 Subscribers
17.73% Open Average
6.24% CTR Average

Stats Collected January 1-June 30, 2023

WEBINAR SPONSOR

Ethanol Producer Magazine
Webinar Series
(Example)



Contact Us for Upcoming Webinar Topics or Create Your Own Topic.

Contact us today for more information | service@bbiinternational.com | 866-746-8385

Customize and sponsor your own webinar with *SAF Magazine's Webinar Series*

GAIN MAXIMUM EXPOSURE & CONTACT INFO

Sponsor logo is featured on:

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

In this era of digital marketing, creating an integrated approach is more important than ever. *SAF 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 10,000 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

SAF Magazine Podcast Series



INTERVIEW WITH YOUR COMPANY \$1,195/podcast

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

Benefits Include

Reach:

- Dedicated email sent promoting the podcast (163,000+)
- Included on the weekly or bi-weekly e-newsletter (160,000+)
- 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.

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

Contact Us for Upcoming Podcast Topics or Create Your Own Topic.

Contact us today for more information | service@bbiinternational.com | 866-746-8385



CUSTOM CONTENT ADVERTISING

*Press Release from
SAF Magazine*

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

PRESS RELEASE SENT TO EMAIL LIST \$999*

Includes:

- Personal press release sent to *SAF Magazine's* industry news email list (163,000+)
- 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 \$1,799*

Includes:

- Team of professional writers will create a press release about your product or service
- Personal press release sent to *SAF Magazine's* industry news email list (163,000+)
- Two photos and/or logo
- Contact information
- Section about your company at bottom

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

CUSTOM DESIGNED REPRINT Just \$499

Were you featured on
SAFMagazine.com?

*Designed Reprint from SAF Magazine
(Example)*

Showcase your article and expertise to potential customers!

Includes:

- *SAF 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

DIGITAL PRESS PACKAGE

DIGITAL PRESS PACKAGE

Package rate is \$1,900
(a \$2,400 value)

Click Rates and/or Reports Delivered for Each Medium



PRESS RELEASE

Press release sent to
160,000+ 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 With Directory

RATES & SPECS

SAF Magazine/Directory

MAGAZINE ISSUES

Issue 1, 2024
Insertion Deadline: Feb. 12, 2024
 Artwork Deadline: Feb. 19, 2024

Theme:
SAF Production: Conversion Processes, R&D, Scaling Up Technology and Plant Construction

Bonus Distribution:
 1. Carbon Capture & Storage Summit
 2. Int'l Fuel Ethanol Workshop & Expo
 3. Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel (Seat Drop)

Issue 2, 2024 includes Directory*
Insertion Deadline: July 29, 2024
 Artwork Deadline: Aug. 5, 2024

Theme:
SAF Feedstock Outlook: Global Procurement, Processing and Distribution

Bonus Distribution:
 1. North American SAF Conference & Expo (in all attendee bags)
 2. Clean Fuels Conference
 3. Iowa Renewable Fuels Summit
 *Last day to add a listing is July 10, 2024.

PREMIUM PLACEMENT:

- +25% **Inside Front Cover**
 - +25% **Opposite Contents Pg**
 - +25% **Inside Back Cover**
 - +50% **Back Cover** Size: 1/2 Pg H ONLY
- All display advertising rates: per insertion, in U.S. dollars
ALL PRICES NET

DISPLAY ADVERTISING RATES & SIZES *Rates depend on Regular or Premium Position

¹Bonus Online Ad Available with Directory Ad Purchase

²Box ads start at \$1,495. Combine multiple boxes for a larger ad; premium positions are available

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

PRINT DIRECTORY

Sign-Up For Your **Free** Listing at
 Directory.SAFMagazine.com

Listing deadline for print 7/10/2024

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. Each additional listing is \$95. In order to receive your free listing, visit our website and register online.
directory.safmagazine.com

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. An additional listing plus logo costs \$240. (Add a logo to your free listing for \$145. Adding additional logo+listings is \$240.)

DIRECTORY DISPLAY AD

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

WITH ONLINE BONUS AD

BONUS: Receive 1 year **FREE** medium rectangle ad on Directory.SAFMagazine.com 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 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 1/2" 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: 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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ADDITIONAL ADVERTISING OPTIONS



COVERWRAPS
 Cover wraps are attached to the front of the magazine. Prices vary by issue.
 Call for pricing.



BELLYBANDS
 Bellybands wrap around the outside of the magazine. Prices vary by issue.
 Call for pricing.



INSERTS/OUTSERTS
 Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine.
 Call for pricing.