



2010
EthanolProducer.com
MEDIA KIT

Ethanol Producer Magazine, the world's leading ethanol industry trade publication, has created a dynamic online counterpart, EthanolProducer.com. This unique website serves as a warehouse of archived *Ethanol Producer Magazine* stories, as well as a functional daily resource for up-to-date commodities pricing, industry reports and breaking news.

Companies that advertise on EthanolProducer.com have the most potential ad impressions than any other ethanol specific advertising avenue in the world. With ad prices starting at \$800 per month, there is simply no more cost effective medium to reach your customers.

For more specific traffic statistics, call us today: 701-746-8385

EthanolProducer.com offers:

- Web-exclusive news, feature articles and contributions from industry experts
- Archived articles, searchable by keyword, category and/or issue
- EPM's exclusive Ethanol Plant List (updated regularly)
- Interactive Ethanol Plant Map (updated regularly)
- And more!

ADVERTISING OPPORTUNITIES

BANNER AD

DIMENSIONS 994 x 75 pixels
 FILE SIZE roughly 25K
 POSITION Top of every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum of 4 ads ROS, Minimum 25% ad view
 FORMAT JPEG, GIF, animated GIF, or Flash
 PRICE \$2,700 month

SIDEBAR AD

DIMENSIONS 125 x 125 pixels
 FILE SIZE roughly 15K
 POSITION Right-hand side on every page viewed within the site
 AVAILABILITY 20 ad slots
 ROTATION Maximum 20 ads rotate in 4 spots — Minimum 20% ad view.
 FORMAT JPEG, GIF, animated GIF, or Flash
 PRICE \$1,200 each per month

ARTICLE AD

DIMENSIONS 300 x 250 pixels
 FILE SIZE roughly 25K
 POSITION Embedded within the content of articles
 AVAILABILITY 20 ad slots per month
 ROTATION Maximum 20 ads rotate randomly
 FORMAT JPEG, GIF, animated GIF, or Flash
 PRICE \$800 per month

MENU AD

DIMENSIONS 125 x 250 pixels
 FILE SIZE roughly 25K
 POSITION Left-hand side on every page viewed within the site
 AVAILABILITY Exclusive - on every page view
 FORMAT JPEG, GIF, animated GIF, or Flash on every page
 PRICE \$3,000 month

LOWER-MENU AD

DIMENSIONS 125 x 250 pixels
 FILE SIZE roughly 25K
 POSITION Lower left-hand side on every page viewed within the site
 AVAILABILITY Exclusive - on every page view
 FORMAT JPEG, GIF, animated GIF, or Flash on every page
 PRICE \$2,500 month

TOWER AD

DIMENSIONS 125 x 250 pixels
 FILE SIZE roughly 25K
 POSITION Right-hand side on every page viewed within the site
 AVAILABILITY Exclusive - on every page view
 FORMAT JPEG, GIF, animated GIF, or Flash on every page
 PRICE \$3,000 month

LOWER TOWER AD

DIMENSIONS 125 x 250 pixels
 FILE SIZE roughly 25K
 POSITION Lower right-hand side on every page viewed within the site
 AVAILABILITY Exclusive - on every page view
 FORMAT JPEG, GIF, animated GIF, or Flash on every page
 PRICE \$2,500 month

The screenshot shows the Ethanol Producer Magazine website interface. At the top, a banner ad (1) reads "More than 2,100 items priced below ICM's cost... HUGE multi-million dollar excess inventory, sell-off—Stock up now!". Below the banner is the site's header with the logo "Ethanol PRODUCER MAGAZINE" and navigation links. The main content area features an article titled "Duckweed 'Quacks' Volumes of Potential" by Bryan Stone. The article discusses duckweed as a sustainable feedstock for ethanol production. To the right of the article, there are several sidebar ads (2), including one for "AGRA Industry, Inc." and another for "general contractors". On the left side, there is a menu ad (4) for "novozymes" and a lower-menu ad (5) for "BIOMASS". At the bottom right, there are tower ads (6) for "St. Louis, Missouri, USA" and "BIO MASS" in Minneapolis, Minnesota. A large number '7' points to a lower tower ad at the very bottom right.

