

EDITORIAL THEMES | INSERTION & ARTWORK DEADLINES

JANUARY

DEADLINES:

Insertion: Nov. 16, 2020

Artwork: Nov. 23, 2020

BONUS DISTRIBUTIONS:

1. Iowa Renewable Fuels Summit
2. Energy Progress and Innovation Conference

THEMES:

Yield Maximization
Enzyme and Yeast Innovation

FEBRUARY

DEADLINES:

Insertion: Dec. 7, 2020

Artwork: Dec. 14, 2020

BONUS DISTRIBUTIONS:

1. Growth Energy Executive Leadership Conference
2. National Ethanol Conference - In all attendee bags

THEMES:

Data-Driven Operations
Predictive Facility Management

MARCH

DEADLINES:

Insertion: Jan. 18, 2021

Artwork: Jan. 25, 2021

BONUS DISTRIBUTIONS:

1. National Ethanol Conference - Mailed to all attendees
2. International Biomass Conference & Expo

THEMES:

Cleaning, Shutdown Services
Emergency Response, Containment

APRIL

DEADLINES:

Insertion: Feb. 15, 2021

Artwork: Feb. 22, 2021

BONUS DISTRIBUTIONS:

1. AOCs Annual Meeting

THEMES:

Microbial Control
Water Treatment, Optimization

MAY

DEADLINES:

Insertion: March 15, 2021

Artwork: March 22, 2021

BONUS DISTRIBUTIONS:

1. DGTC Annual Meeting
2. Int'l Fuel Ethanol Workshop & Expo - Hotel Drop

THEMES:

Coproduct Innovation
DCO Maximization, Markets

JUNE

DEADLINES:

Insertion: April 12, 2021

Artwork: April 19, 2021

BONUS DISTRIBUTIONS:

1. Int'l Fuel Ethanol Workshop & Expo - In all attendee bags

THEMES:

Annual E15 Update
2021 Ethanol Producer Awards

JULY

DEADLINES:

Insertion: May 10, 2021

Artwork: May 17, 2021

BONUS DISTRIBUTIONS:

1. Int'l Fuel Ethanol Workshop & Expo - Mailed to all attendees
2. ASABE Annual Meeting

THEMES:

Corn Fiber-to-Ethanol
Low-Carbon Biofuels Outlook

AUGUST

DEADLINES:

Insertion: June 21, 2021

Artwork: June 28, 2021

BONUS DISTRIBUTIONS:

1. ACE Conference

THEMES:

Energy Efficiency, CHP Solutions
Carbon Capture and Storage

SEPTEMBER

DEADLINES:

Insertion: July 19, 2021

Artwork: July 26, 2021

BONUS DISTRIBUTIONS:

1. Growth Energy Biofuels Summit

THEMES:

Coproducts, Product Diversification
Ethanol Purification, Commercial Alcohols

OCTOBER

DEADLINES:

Insertion: Aug. 16, 2021

Artwork: Aug. 23, 2021

BONUS DISTRIBUTIONS:

1. Biofuels International Conference & Expo
2. Fuel Ethanol Lab Conference

THEMES:

Lab Analytics, Quality Assurance
Product Inspection, Testing

NOVEMBER

DEADLINES:

Insertion: Sept. 13, 2021

Artwork: Sept. 20, 2021

BONUS DISTRIBUTIONS:

1. F.O. Licht's World Ethanol & Biofuels Conference

THEMES:

Rail, Shipping, Logistics
Ethanol Markets, Exports

DECEMBER

DEADLINES:

Insertion: Oct. 18, 2021

Artwork: Oct. 25, 2021

BONUS DISTRIBUTIONS:

1. Mailed to all 2021 EPM webinar attendees









THEMES:

Storage, Material Handling
Tank, Vessel Fabrication and Repair

PRINT ISSUES

RATES AND SPECS

SIZES

	Non-Bleed Ad Size	With Bleed Ad Size	Trim Size	Live Area Size*
 Two-Page Spread	16" x 9.875"	17.5" x 11.375"	17" x 10.875"	16.5" x 10.375"
 Half-Page Spread	16" x 4.625"	17.5" x 5.375"	17" x 5.125"	16.5" x 4.875"
 Full Page	7.5" x 9.875"	9" x 11.375"	8.5" x 10.875"	8" x 10.375"
 1/2 Page H	7.5" x 4.625"	9" x 5.375"	8.5" x 5.125"	8" x 4.875"
 1/3 Page H	7.5" x 3.375"	9" x 4.125"	8.5" x 3.875"	8" x 3.625"
 1/3 Page V	2.5" x 9.875"	3.25" x 11.375"	3" x 10.875"	2.25" x 10.375"
 1/2 Page V	3.75" x 9.875"	4.5" x 11.375"	4.25" x 10.875"	3.5" x 10.375"
 2/3 Page V	5" x 9.875"	5.75" x 11.375"	5.5" x 10.875"	4.75" x 10.375"
 1/2 Page Island	5" x 6.875"	N/A		
 1/3 Page Island	5" x 5.125"	N/A		

SPECIAL ADVERTISING OPTIONS

PREMIUM PLACEMENT:

- +25% Inside Front Cover
- +25% Opposite Contents Pg
- +25% Inside Back Cover
- +50% Back Cover

	Marketplace	1/3 pg	1/2 pg	2/3 pg	Full pg	1/2 pg Spread	Two pg Spread
1x	\$299	\$1,941	\$2,660	\$3,391	\$4,929	\$5,172	\$9,061
3x	\$299	\$1,692	\$2,424	\$3,084	\$4,486	\$4,704	\$8,233
6x	\$299	\$1,529	\$2,201	\$2,796	\$4,075	\$4,277	\$7,486
9x	\$299	\$1,386	\$2,138	\$2,549	\$3,714	\$3,894	\$6,803
12x	\$299	\$1,256	\$1,809	\$2,290	\$3,343	\$3,511	\$6,190

RATES

All display advertising rates: per insertion, in U.S. dollars
ALL PRICES NET
 *Marketplace available in double and triple advertisement 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.

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 advertising materials must be at least 300 dpi and 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.** Ads sizes that don't bleed will have a ½" border around the ad.
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 below 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

Medium: Email (artwork@bbiinternational.com)
 Call 866-746-8385 for assistance.

ADDITIONAL ADVERTISING INFORMATION

Ethanol Producer Magazine
 Phone: 866-746-8385 | Fax: 701-746-5367
 service@bbiinternational.com

REGULATIONS

Agency Discounts: Due to the affordable rates offered by Ethanol Producer Magazine, we do not offer agency discounts.
Invoicing: 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. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com

