

# DIRECTORY

## ADVERTISING

Fuel Ethanol Industry Directory

Directory.EthanolProducer.com

PRINT + ONLINE

PURCHASE A LISTING = RECEIVE 1 PRINT & 1 ONLINE

### 2022 FUEL ETHANOL INDUSTRY DIRECTORY

directory.ethanolproducer.com

Open Closing

Open For Listings **7/6/2021** 4/6/2022

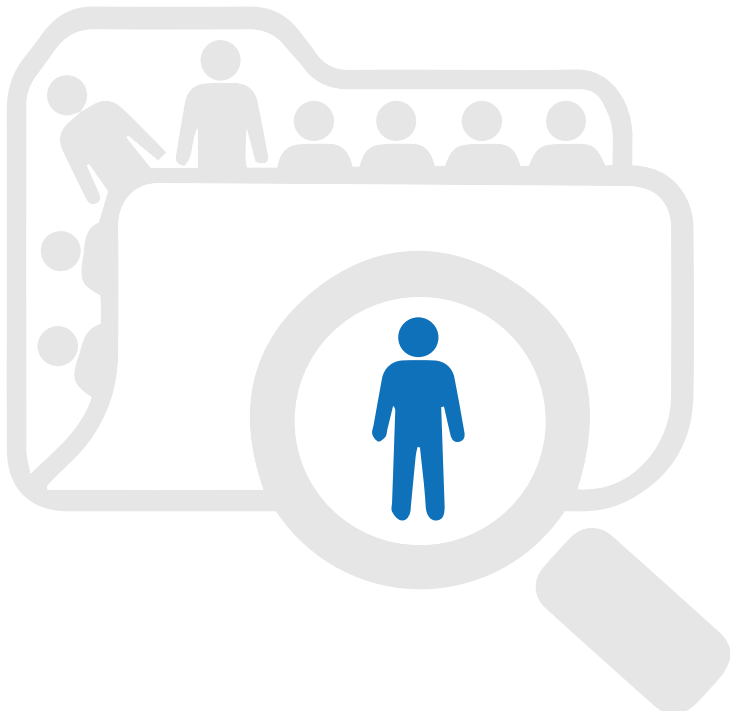
Sign-up for Listings at [directory.ethanolproducer.com](http://directory.ethanolproducer.com).  
Receive 1 listing free. Add a logo for an additional cost.  
Listings do not automatically renew.

Call us to purchase display advertising

Ad Close Artwork

Display ads **4/6/2022** 4/13/2022

**RATES, SIZES & SPECS  
CAN BE FOUND ON PAGE 7**



### ADVERTISING OPTIONS

#### LISTING 1 FREE - \$75/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 ethanol industry. Each additional listing is \$75. In order to receive your free listing, visit our website at [directory.ethanolproducer.com](http://directory.ethanolproducer.com) and register online.

**Fluid Quip Technologies, LLC**  
6105 Rockwell Drive Northeast  
Cedar Rapids, IA 52402  
Keith Jakel, Sales & Marketing Manager  
Phone (319-320-7709)  
kjake@fluidquiptechnologies.com  
www.fluidquiptechnologies.com

Print Listing

**Fluid Quip Technologies, LLC**  
www.fluidquiptechnologies.com

P: 319-320-7709

**Mailing Address:**  
6105 Rockwell Drive Northeast  
Cedar Rapids, IA 52402

**Company Contact:**  
Keith Jakel  
Sales & Marketing Manager  
kjake@fluidquiptechnologies.com

Fluid Quip Technologies, LLC brings over 25 years of experience in corn wet/dry milling, ethanol and ag processing industries to provide value to customers around the world. FQT provides fully integrated custom technologies and services to dry-grind ethanol and biochemical facilities which include full plant design, process optimization studies, yield improvement technologies, new co-product technologies, and turnkey capital projects.

Online Listing

#### LOGO + LISTING \$115/logo

This is a great way to increase your organization's presence in the directory without having to largely increase the budget. A listing plus logo costs \$190. (Listings without a logo are \$75 each. Adding a logo to your one free listing is \$115.)

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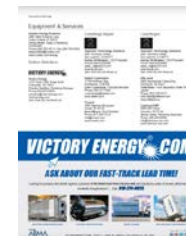
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Online Listing + Logo

#### DISPLAY ADVERTISING Sizes & Pricing on page 7

To more effectively display your products and services, you may want to consider a display advertisement. A full-color display advertisement is the best way to make your organization stand out within the directory. We also offer the option to purchase premium placement for your advertisement.



Display Ad

# PRINT RATES & SPECS

All display advertising rates, per insertion, in U.S. dollars **ALL PRICES NET**

## PREMIUM PLACEMENTS:

**MAGAZINE** (in addition to the rate)

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

**DIRECTORY** (flat rate, no in addition)

- \$6,300 **Back Cover**
- \$5,547 **Inside Back Cover**
- \$5,547 **Inside Front Cover**
- \$5,547 **Opposite Contents Pg**
- \$5,547 **Page 3**
- \$4,200 **Front of Book**



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



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



**INSERTS/OUTSERTS**  
Inserts are stitched into the magazine on 100# stock. Outserts are polybagged with the magazine.  
Call for pricing.

## RATES

\*Depends on Regular or Premium Position

<sup>1</sup> Directory Premium prices to the right, under Premium Placements

Rates & Sizes Magazine & Maps	1x	3x	6x	9x	12x	Directory Ad Rates <sup>1</sup>	Magazine Options	Directory Options	Map Option
<b>Two-Page Spread</b>	\$9,061	\$8,233	\$7,486	\$6,803	\$6,190	\$5,975	✓	✓	
<b>Half-Page Spread</b>	\$5,172	\$4,704	\$4,277	\$3,894	\$3,511	\$3,985	✓	✓	
<b>Full Page</b>	\$4,929	\$4,486	\$4,075	\$3,714	\$3,343	\$3,985	✓	✓	
<b>2/3 Page</b>	\$3,391	\$3,084	\$2,796	\$2,549	\$2,290	NA	✓	✓	
<b>1/2 Page</b>	\$2,660	\$2,424	\$2,201	\$2,138	\$1,809	\$2,110	✓	✓	
<b>1/3 Page</b>	\$1,941	\$1,692	\$1,529	\$1,386	\$1,256	\$1,315	✓	✓	
<b>Marketplace</b>	\$299	\$299	\$299	\$299	\$299	NA	✓		
<b>Box Ad*</b>	\$3,500- \$4,500	NA	NA	NA	NA	NA			✓

## SIZES

\*Multiple ads can be purchased to create a larger ad, call for specs

Sizes	Non-Bleed Ad	Bleed Ad	Trim Size	Live Area/Bleed Ads	Magazine	Directory	Map
<b>Two-Page Spread</b>	16 w x 9.875 h	17.5 w x 11.375 h	17 w x 10.875 h	16.5 w x 10.375 h	✓	✓	
<b>Half-Page Spread</b>	16 w x 4.625 h	17.5 w x 5.375 h	17 w x 5.125 h	16.5 w x 4.875 h	✓	✓	
<b>Full Page</b>	7.5 w x 9.875 h	9 w x 11.375 h	8.5 w x 10.875 h	8 w x 10.375 h	✓	✓	
<b>1/2 Page H</b>	7.5 w x 4.625 h	9 w x 5.375 h	8.5 w x 5.125 h	8 w x 4.875 h	✓	✓	
<b>1/3 Page H</b>	7.5 w x 3.375 h	9 w x 4.125 h	8.5 w x 4.125 h	8 w x 3.625 h	✓	✓	
<b>2/3 Page V</b>	5 w x 9.875 h	5.75 w x 11.375 h	5.5 w x 10.875 h	4.75 w x 10.375 h	✓		
<b>1/2 Page V</b>	3.75 w x 9.875 h	4.5 w x 11.375 h	4.25 w x 10.875 h	3.5 w x 10.375 h	✓	✓	
<b>1/3 Page V</b>	2.5 w x 9.875 h	3.25 w x 11.375 h	3 w x 10.875 h	2.25 w x 10.375 h	✓	✓	
<b>1/2 Page Island</b>	5 w x 6.875 h	NA	NA	NA	✓		
<b>1/3 Page Island</b>	5 w x 5.125 h	NA	NA	NA	✓		
<b>Marketplace*</b>	2.5 w x 3 h	NA	NA	NA	✓		
<b>Box Ad*</b>	3.25 w x 3.25 h	NA	NA	NA			✓

## 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 1/4" 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 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: 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

Email: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)

Call: 866-746-8385 for assistance

## REGULATIONS

Rate 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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