WHO WE ARE

EDITORIAL SCOPE

*Ethanol Producer Magazine* is the No. 1 source for ethanol industry news, trends and statistics. Through our print publication and website, we deliver both daily news and industry trend features to our audience of producers, service providers and vendors. *Ethanol Producer Magazine* gives producers the well-organized information they need to keep their production and efficiency on pace with the rest of the industry.

Our monthly print magazine offers readers thoroughly researched, staff-written feature articles, contributions from the industry’s most well-known names, and opinion pieces from the advocates the ethanol industry looks to for support. They cover finance, policy, regulations, equipment innovations, export markets, operational efficiency, staffing and more. Meanwhile, the website delivers the breaking and spot news our readers want to digest daily. It’s all sent out in the newsletter each Tuesday.

Readers also can stay on top of the layout of their industry, using the biannual U.S. & Canada Fuel Ethanol Plant Map. Through incredible effort by our team, we possess the most up-to-date, accurate information on ethanol plant sizes, locations and operational statuses. The map hangs on control room walls all across the country.

Our reach hits all corners of the world, and the global industry converges each year for *Ethanol Producer Magazine’s* International Fuel Ethanol Workshop & Expo. Boasting about 2,000 attendees and 300 trade show vendors, it’s the industry’s largest event. Regular job satisfaction surveys, informational webinars and an industry directory round out the ethanol industry coverage provided by *Ethanol Producer Magazine*. We don’t miss a thing.

THE TEAM

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

Tom Bryan, Editor, Ethanol Producer Magazine
tbryan@bbiinternational.com or call 866-746-8385
WHO WE REACH

Ethanol Producer Magazine is all about reader engagement. Its undeniable credibility derived from superior industry journalism.

**ONLINE & SOCIAL**
- 738K+ Global Page Views/Yr
- 161K+ U.S. Visitors
- 14K+ Social Footprint

**PRINT**
- 5,000 Readers
- 33K+ Digital Audience
- 2.75K+ Digital Print Views on Issuu.com

**EVENTS / WEBINARS**
- 10+ Events/Webinars
- 150K+ Global Reach
- 150+ Attendees Per Webinar

**NEWSLETTERS**
- 63K+ Newsletters
- Subscribers
- Ethanol Week & Ethanol Retailer
- 64 Issues Per Year
- #1 For Readers, Producers, & Industry Pros

**DIRECTORY & MAPS**
- 7,200+ Readers
- 15K+ Digital Audience
- 10K+ Directory Views on Issuu.com

**TOP 5 INDUSTRIES**
- EQUIPMENT & SERVICES
- CONSULTING
- BIOFUELS PRODUCER – CONVENTIONAL
- EXISTING PRODUCER
- TECHNOLOGY/ENGINEERING

**SUBSCRIPTIONS**

Ethanol Producer Magazine is printed monthly and is FREE to subscribers.
Subscriptions are available at EthanolProducer.com

Subscriptions can also be processed by calling 866-746-8385.
**ETHANOL PRODUCER**
ADVERTISING OPPORTUNITIES  *Also available online*

**PRINT**

- 5K+ circulation
- Ethanol Producer Magazine*  
  Printed monthly (12x)
  2,750+ Issuu.com Impressions/issue

- 7K+ circulation
- U.S. & Canada Fuel Ethanol Plant Map  
  Printed twice yearly (2x)
  2,600+ Issuu.com Impressions/map

**ONLINE**

- 738K+ page views/yr
- EthanolProducer.com  
  Month Duration (12x)

- 45K+ subscribers
- Ethanol Week E-Newsletter  
  Distributed Weekly (52x)

- 18K+ subscribers
- Ethanol Retailer E-Newsletter  
  Distributed Monthly (12x)

**CUSTOM**

- 49K+ subscribers
- Digital Press Package  
  Click rates/reports for each medium

- 5K+ readers
- Spotlight Feature*  
  Featured in Ethanol Producer Magazine

- 49K+ subscribers
- Custom Press Release  
  Custom, Unlimited

- 54K+ subscribers
- Custom Reprint  
  Custom, Unlimited

**EVENTS + WEBINARS**

- 150-200 attendees
- EPM’s Webinar Series  
  Custom, Unlimited

- 2,000+ attendees
- Int’l Fuel Ethanol Workshop & Expo  
  Est. 550+ Producers
  June 12-14, 2023 in Omaha, NE

**RENEWABLE ENERGY OPTIONS**

**PRINT**

- 5K+ circulation
- Biodiesel Magazine*  
  Printed bi-annually (2x)

**PRINT**

- 7K+ circulation
- Biomass Magazine*  
  Printed quarterly (4x)

**EVENT**

- 2,000+ attendees
- Biodiesel & Renewable Diesel Summit  
  Est. 550+ Producers
  June 12-14, 2023 in Omaha, NE

**EVENT**

- 850 attendees
- Int’l Biomass Conference & Expo  
  Est. 200+ Producers
  Feb. 28-Mar. 2, 2023 in Atlanta, GA

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EthanolProducer.com  service@bibiinternational.com  |  (866) 746-8385  UPDATED 8/16/22  4
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

Magazines deliver a more positive ad experience than any other medium, including digital

<table>
<thead>
<tr>
<th>(in-dex) pay attention to or notice ads</th>
<th>magazine media</th>
<th>websites</th>
<th>ed supported TV networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>ads fit well with the content</td>
<td>144</td>
<td>88</td>
<td>92</td>
</tr>
<tr>
<td>products/services advertised are high quality</td>
<td>135</td>
<td>90</td>
<td>87</td>
</tr>
<tr>
<td>has ads about things I care about</td>
<td>135</td>
<td>96</td>
<td>88</td>
</tr>
<tr>
<td>get valuable info from the ads</td>
<td>133</td>
<td>100</td>
<td>89</td>
</tr>
<tr>
<td>ads help make purchase decisions</td>
<td>128</td>
<td>100</td>
<td>88</td>
</tr>
<tr>
<td>more likely to buy products in ads</td>
<td>124</td>
<td>96</td>
<td>88</td>
</tr>
</tbody>
</table>

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 in digital media, websites, and TV vehicles. Source: MEASURE Multi-Media Engagement Study, Spring 2019

Positivity of ads in each medium

- Magazines: 67%
- Out-of-Home: 63%
- Print: 62%
- Online: 59%

Positivity: %Top-Box in Kano’s Q-Comparative scale: “How positive did the experience make you feel?” from very negative to very positive. Source: MEASURE Equivalence studies of 46 brands in the electronics, CPG, automotive, and service categories, 2015-2017. Participants record experiences with brands in real time for 7 days.

*Total sample size across studies n=32,148. Samples are weighted to Nat Rep. 16+ All categories are represented equally.
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>EDITORIAL THEMES</th>
<th>AD CLOSE</th>
<th>ARTWORK</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Enzymes and Yeasts: Science and Strategy</td>
<td>11/14/22</td>
<td>11/21/22</td>
<td>Iowa Renewable Fuels Summit</td>
</tr>
<tr>
<td>February</td>
<td>Plant Hygiene: Antimicrobials and CIP</td>
<td>12/12/22</td>
<td>12/19/22</td>
<td>Growth Energy Executive Leadership Conference National Ethanol Conference - In all attendee bags</td>
</tr>
<tr>
<td>March</td>
<td>Ultra-High Protein Production</td>
<td>1/16/23</td>
<td>1/23/23</td>
<td>National Ethanol Conference - Mailed to all attendees International Biomass Conference &amp; Expo</td>
</tr>
<tr>
<td>April</td>
<td>Ethanol-Based SAF/Biointermediates</td>
<td>2/6/23</td>
<td>2/13/23</td>
<td>ACE Fly-In &amp; Government Affairs Summit Biodiesel &amp; Renewable Diesel Summit - Seat Drop</td>
</tr>
<tr>
<td>May</td>
<td>Cellulosic/Corn Fiber Ethanol Production</td>
<td>3/13/23</td>
<td>3/20/23</td>
<td>Int’l Fuel Ethanol Workshop &amp; Expo - Hotel Drop</td>
</tr>
<tr>
<td>June</td>
<td>Plant Maintenance, Monitoring and Detection</td>
<td>4/10/23</td>
<td>4/17/23</td>
<td>Int’l Fuel Ethanol Workshop &amp; Expo - In all attendee bags Carbon Capture &amp; Storage Summit - In all attendee bags Biodiesel &amp; Renewable Diesel Summit - In all attendee bags</td>
</tr>
<tr>
<td>July</td>
<td>Corn Oil Yield Maximization</td>
<td>5/8/23</td>
<td>5/15/23</td>
<td>Int’l Fuel Ethanol Workshop &amp; Expo - Mailed to all attendees ASABE Annual Meeting Biofuels International Conference &amp; Expo (digital issue distribution)</td>
</tr>
<tr>
<td>August</td>
<td>High-Purity and Specialty Alcohol Production</td>
<td>6/26/23</td>
<td>7/3/23</td>
<td>ACE Conference - In all attendee bags DGTC Annual Meeting</td>
</tr>
<tr>
<td>September</td>
<td>Equipment Reliability: Tech, Service and Support</td>
<td>7/17/23</td>
<td>7/24/23</td>
<td>Growth Energy Biofuels Summit</td>
</tr>
<tr>
<td>October</td>
<td>Lab Analytics/Data and DCS Optimization</td>
<td>8/14/23</td>
<td>8/21/23</td>
<td>Fuel Ethanol Lab Conference</td>
</tr>
<tr>
<td>December</td>
<td>Energy Enhancement and Water Efficiency</td>
<td>10/16/23</td>
<td>10/23/23</td>
<td>Mailed to all 2023 EPM webinar attendees</td>
</tr>
</tbody>
</table>

_Ethanol Producer Magazine_ convenes the industry at scale that ignite conversations that drive systemic change in business, technology and production.
DIRECTORY ADVERTISING

2023 FUEL ETHANOL INDUSTRY DIRECTORY
directory.ethanolproducer.com

Open Closing
Open For Listings 7/2022 4/5/2023
Sign-up for Listings at 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
Display ads 4/5/2023 4/12/2023

ADVERTISING OPTIONS

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 ethanol industry. Each additional listing is $95. In order to receive your free listing, visit our website at directory.ethanolproducer.com and register online.

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. A listing plus logo costs $240. (Listings without a logo are $95 each. Adding a logo to your one free listing is $145.)

CIRCULATION
Display your company to more than 7,000 ethanol industry professionals for FREE
The Fuel Ethanol Industry Directory is circulated throughout the fuel ethanol industry. Including the following:
• All Ethanol Producer Magazine subscribers
• All International Fuel Ethanol Workshop & Expo attendees (in attendee bags)
• All North American ethanol production facilities (three to each plant)
• Attendees of all other major conferences
• Attendees of National Carbon Capture Conference
• Attendees of Carbon Capture & Storage Summit

RATES, SIZES & SPECS CAN BE FOUND ON PAGE 8

CALL US TO PURCHASE DISPLAY ADVERTISING

Display Ad
Call us to purchase display advertising

ADVERTISING WITH BONUS AD
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.

BONUS: Receive 1 year FREE medium rectangle ad on Directory.EthanolProducer.com with the purchase of a display ad.
Size: 300 w x 250 h pixels
File Size: 40k limit
Format: JPG, GIF or Animated GIF
Bonus: Medium Rectangle Online 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 *(1/2 pg Horizontal Ad)*

### DIRECTORY *(flat rate, no in addition)*
- $5,260 Back Cover *(1/2 pg Horizontal Ad)*
- $5,547 Inside Back Cover
- $5,547 Inside Front Cover
- $5,547 Opposite Contents Pg
- $5,547 Page 3
- $4,200 Front of Book

### SIZES

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

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Non-Bleed Ad</th>
<th>Bleed Ad</th>
<th>Trim Size</th>
<th>Live Area/Bleed Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>16 w x 9.875 h</td>
<td>17.5 w x 11.375 h</td>
<td>18 w x 10.875 h</td>
<td>16.5 w x 10.375 h</td>
</tr>
<tr>
<td>Half-Page Spread</td>
<td>16 w x 4.625 h</td>
<td>17.5 w x 5.375 h</td>
<td>18 w x 4.875 h</td>
<td>16.5 w x 4.375 h</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5 w x 9.875 h</td>
<td>9 w x 11.375 h</td>
<td>8.5 w x 10.875 h</td>
<td>8 w x 10.375 h</td>
</tr>
<tr>
<td>1/2 Page H</td>
<td>7.5 w x 4.625 h</td>
<td>9 w x 5.375 h</td>
<td>8.5 w x 4.875 h</td>
<td>8 w x 4.375 h</td>
</tr>
<tr>
<td>1/3 Page H</td>
<td>7.5 w x 3.375 h</td>
<td>9 w x 4.125 h</td>
<td>8.5 w x 3.625 h</td>
<td>NA</td>
</tr>
<tr>
<td>2/3 Page V</td>
<td>5 w x 9.875 h</td>
<td>5.75 w x 11.375 h</td>
<td>6.5 w x 10.875 h</td>
<td>6.25 w x 10.375 h</td>
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<tr>
<td>1/2 Page V</td>
<td>3.75 w x 9.875 h</td>
<td>4.5 w x 11.375 h</td>
<td>5.25 w x 10.875 h</td>
<td>5 w x 10.375 h</td>
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<tr>
<td>1/3 Page V</td>
<td>2.5 w x 9.875 h</td>
<td>3.25 w x 11.375 h</td>
<td>3 w x 10.875 h</td>
<td>2.75 w x 10.375 h</td>
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<tr>
<td>1/2 Page Island</td>
<td>5 w x 6.875 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1/3 Page Island</td>
<td>5 w x 5.125 h</td>
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<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Marketplace*</td>
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<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Box Ad*</td>
<td>3.25 w x 3.25 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

### 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. Call for pricing.

### RATES

*Depends on Regular or Premium Position

<table>
<thead>
<tr>
<th>Rates &amp; Sizes</th>
<th>Magazine</th>
<th>Directory</th>
<th>Map</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Rates</td>
<td>1x</td>
<td>3x</td>
<td>6x</td>
</tr>
<tr>
<td>2x Page Spread</td>
<td>$9,333</td>
<td>$8,480</td>
<td>$7,711</td>
</tr>
<tr>
<td>Half-Page Spread</td>
<td>$5,327</td>
<td>$4,845</td>
<td>$4,405</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,077</td>
<td>$4,621</td>
<td>$4,197</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,493</td>
<td>$3,177</td>
<td>$2,880</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,740</td>
<td>$2,497</td>
<td>$2,267</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,999</td>
<td>$1,743</td>
<td>$1,575</td>
</tr>
<tr>
<td>Marketplace</td>
<td>$499</td>
<td>$499</td>
<td>$499</td>
</tr>
<tr>
<td>Box Ad*</td>
<td>$3,650</td>
<td>$4,650</td>
<td>NA</td>
</tr>
</tbody>
</table>

### PUBICATION 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.
- **Margins:** 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 build-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.
- **Live Area:** To prevent info being trimmed off at text, logos, etc., must be at least 1/2” in from the edge of the ad.
- **Trapping:** Save files without trapping preferences.
- **Color Profiles:** Whenever possible – do not embed or include color profiles.

### SUBMITTING ARTWORK

**Email:** artwork@bbiinternational.com
**Call:** 866-746-8385 for assistance

**REGULATIONS**

**Agency Discounts:** Due to the affordable rates offered by Ethanol Producer Magazine, we do not offer agency discounts. Invoices are rendered at time of issue, and no discounts are allowed. **Agency:** A minimum of 12 months is required at the rates listed above; any change in rate will be assessed on an anniversary basis. **Short Rates/Rates:** Advertisers will be short-ratified (i.e., within 12 months of the date of the first insertion), they do not use the amount of space upon which their bills 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 bills have been set.

**Rate Protection:** Rates are effective for all advertisers throughout the duration of this publication. That is never to 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 “advertisements” when, in the publisher’s opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representatives, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies.

**Artwork Submission:** The publisher reserves the right to insert 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 dates.

**Cancellations:** No cancellations will be accepted after closing dates. Notification of cancellations prior to closing dates 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
Ethanol Producer Magazine’s Fuel Ethanol Plant Map identifies conventional and cellulosic ethanol plants in the U.S. and Canada. Color coded for quick reference, the map indicates both conventional sugar/starch facilities and cellulosic ethanol facilities, showing installed capacity, plants under construction, as well as proposed plants. The minimum size included on the list is 1 MMgy. Listings include name of facility, city, state, feedstock and capacity.

**BONUS:** Free 6 month online ad on www.EthanolProducer.com with the purchase of a print ad

**U.S. & Canada Fuel Ethanol Plant Maps**

**Winter & Summer**

<table>
<thead>
<tr>
<th>U.S. &amp; CANADA FUEL ETHANOL PLANT MAPS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue</strong></td>
</tr>
<tr>
<td>2024 Winter</td>
</tr>
</tbody>
</table>

**PRICES**

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Price</th>
<th>Qty</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Premium Square</td>
<td>$4,650 x</td>
<td>___</td>
<td>$____</td>
</tr>
<tr>
<td>Standard Square</td>
<td>$3,650 x</td>
<td>___</td>
<td>$____</td>
</tr>
<tr>
<td>Advertising Total</td>
<td></td>
<td></td>
<td>$____</td>
</tr>
</tbody>
</table>

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

**DISTRIBUTION**

All Ethanol Producer Magazine Subscribers
All ethanol production facilities
Following Industry Events:

**Summer Map:**
1. 2023 International Fuel Ethanol Workshop & Expo (in all attendee bags)
2. 2023 ACE Conference
3. Ethanol 101

**Winter Map:**
1. 2024 National Ethanol Conference
2. 2024 Iowa Renewable Fuels Summit
3. 2024 Growth Energy Executive Leadership Conference
4. 2024 International Biomass Conference & Expo
5. 2024 National Carbon Capture Conference

Summer Map mailed with July 2023 issue
Winter Map mailed with January 2024 issue

**SUBMIT ARTWORK TO**
artwork@bbiinternational.com

**SPECs**
Advertising Submission Format
Electronic Files: High Resolution PDF with fonts and images embedded

**ADVERTISEMENT COLORS**
CMYK format only. No spot colors. All spot colors MUST be converted to CMYK match.
ONLINE ADVERTISING

LEADERBOARD $1,395/month
DIMENSIONS 728 x 90 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 $1,495/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 $1,295/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

RECTANGLE $495/month
DIMENSIONS 300 x 100 pixels
FILE SIZE 40k limit
POSITION Bottom of every page
AVAILABILITY 10 Ad Slots
ROTATION Maximum 10 ads rotate randomly
FORMAT JPEG, GIF, or animated GIF

TAKEOVER AD $7,995/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 2023 December 15, 2022
February 2023 January 16, 2023
March 2023 February 15, 2023
April 2023 March 15, 2023
May 2023 April 14, 2023
June 2023 May 15, 2023
July 2023 June 15, 2023
August 2023 July 14, 2023
September 2023 August 15, 2023
October 2023 September 15, 2023
November 2023 October 15, 2023
December 2023 November 15, 2023

More than 61,500 page views/month
Totaling 738,000 page views/year

36,700
Avg. Overall Users Per Month
441,000
Avg. Overall Users Per Year
61,500
Avg. Overall Page Views Per Month
738,000
Avg. Overall Page Views Per Year

*Average daily impressions for all ads in this position
### EMAIL ADVERTISING

**Click & See Example**

#### Ethanol Week E-Newsletter

Advertise on Ethanol Week and Ethanol Retailer E-Newsletters

#### LEADERBOARD-TOP

- **$1,195/week**
- **DIMENSIONS**: 728x90 pixels
- **FILE SIZE**: 40k limit
- **FORMAT**: JPEG, GIF (no animated GIFs)

#### MEDIUM RECTANGLE

- **$995/week**
- **DIMENSIONS**: 300x250 pixels
- **FILE SIZE**: 40k limit
- **FORMAT**: JPEG, GIF (no animated GIFs)

#### LEADERBOARD-BOTTOM

- **$495/week**
- **DIMENSIONS**: 728x90 pixels
- **FILE SIZE**: 40k limit
- **FORMAT**: JPEG, GIF (no animated GIFs)

- **45,000 Subscribers**
- **8.42% Open Average**
- **1.57% CTR Average**

Stats Collected January 1-December 31, 2021

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### Ethanol Week & Ethanol Retailer E-Newsletters

**ETHANOL WEEK SCHEDULE**

* Distributed Every Tuesday

<table>
<thead>
<tr>
<th>Week/Issue Dates</th>
<th>Insertion/Artwork Dates</th>
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<tbody>
<tr>
<td>1/3/2023</td>
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* Distributed the First Thursday of Each Month

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</tbody>
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(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 61,500 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

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• Two photos and/or logo
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• Section about your company at bottom
* Press release must be 300 to 400 words in length

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• Section about your company at bottom
* Press release must be 300 to 400 words in length

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The spotlight article will be about select companies that provide equipment, products and services to the ethanol industry.
DIGITAL PRESS PACKAGE
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(a $3,090 value)
Click Rates and/or Reports Delivered for Each Medium

PRESS RELEASE
Press release sent to 49,000 subscribers
Posting press release to national press wire

ONLINE ADVERTISING
Medium Rectangle Ad
2 on home page, 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