

BIODIESEL ONLINE



BIODIESELMAGAZINE.COM
IS THE
#1 SOURCE
OF INFORMATION FOR AND ABOUT
BIODIESEL PRODUCERS AND
INDUSTRY PROS.

What is BiodieselMagazine.com?
BiodieselMagazine.com is the premier online destination for biodiesel producers and professionals interested in the latest biodiesel production technology, news and policy. The site is a tool biodiesel industry pros use to plan, learn and grow their business—whether at the office, in the field or at home.

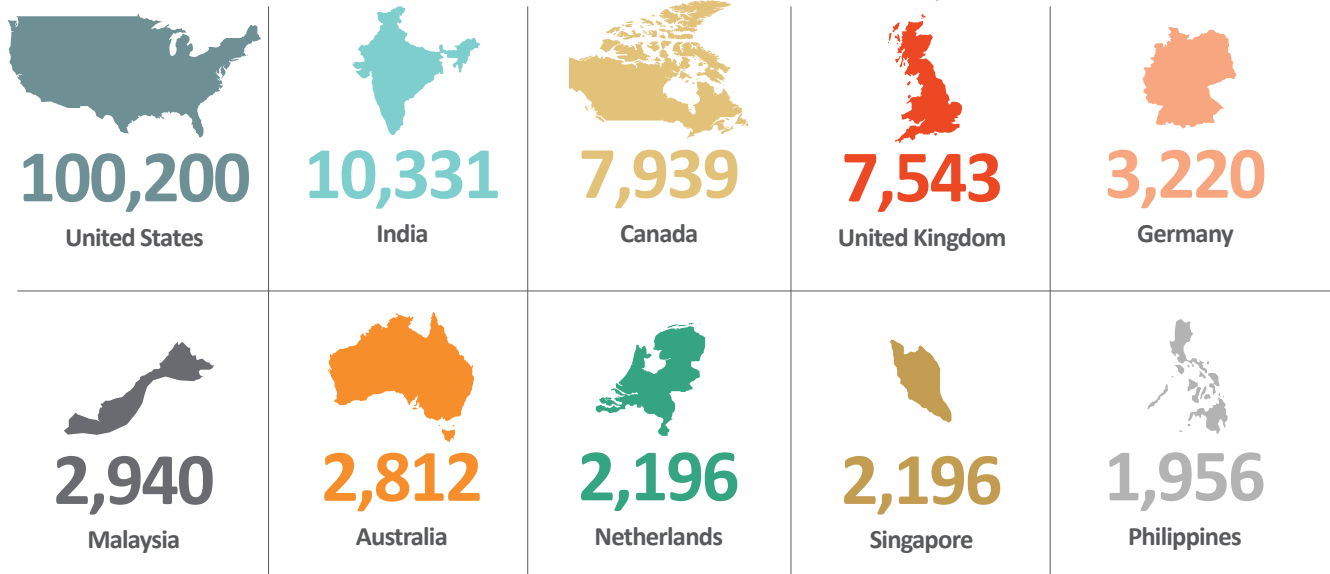
BiodieselMagazine.com is a direct route to biodiesel producers and key decisionmakers in the industry. The site offers a variety of custom advertising sponsorship opportunities that link to highly engaging editorial platforms.

We have the resources and the experience to integrate your message seamlessly within our content in ways that will align your brand with our audience of affluent biodiesel business professionals in every area of their digital life: mobile, community, downloads, directories, photos, e-newsletters and articles that allows them access to timely and topical information—when they want it and how they want it.

BIODIESELMAGAZINE.COM AT A GLANCE

Top 10 Visits by Country

All Stats from Google Analytics (July 1, 2018 – June 30, 2019)



43% of Online Visitors are Outside the U.S.

30%
OF ONLINE VISITORS ARE RETURNING VISITORS

68%
OF ONLINE VISITORS ARE NEW VISITORS

12,350
SUBSCRIBERS

BIODIESEL WORLD NEWS E-NEWSLETTER



38,019
PAGE VIEWS PER/MO.



21,378
AVERAGE VISITS PER/MO.


1.44
PAGES / VISITS


00:01:26
AVERAGE VISIT DURATION

Social Media


5,842 Followers
2,767 Network Referrals
[@BiodieselMag](https://twitter.com/BiodieselMag)

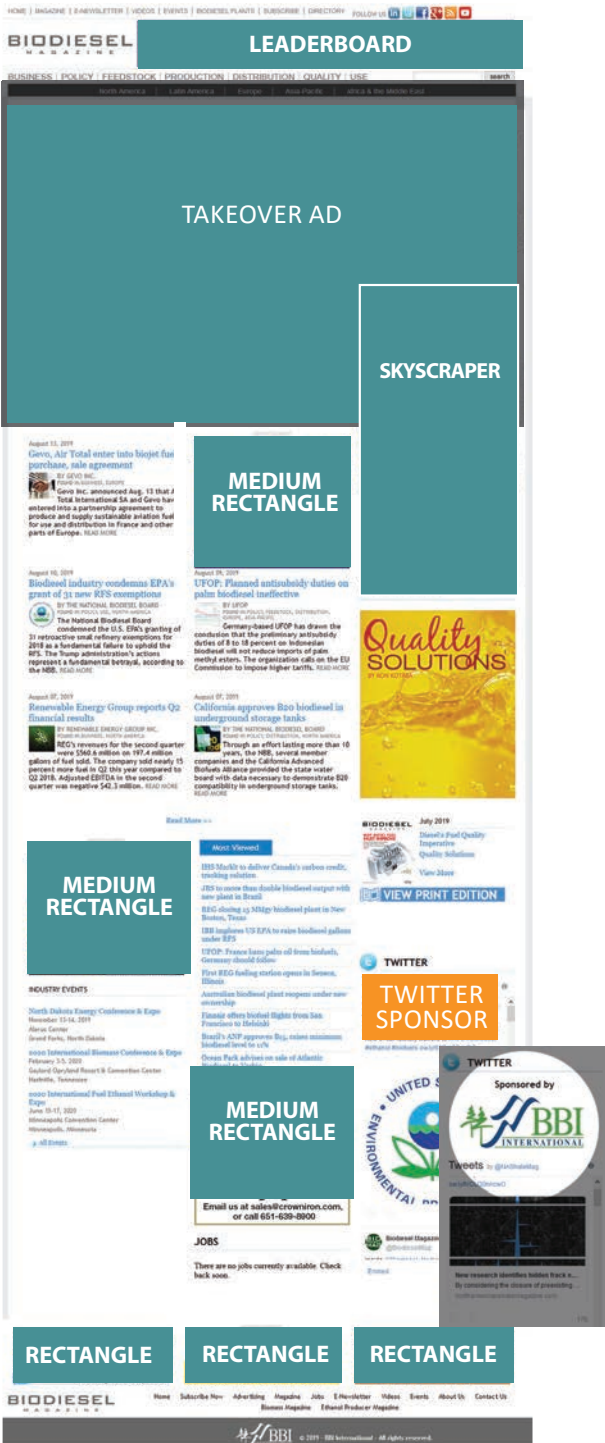

3,222 Followers
2,903 Network Referrals
[@BiodieselMagazine](https://www.facebook.com/BiodieselMagazine)


703 Followers
3,459 Network Referrals
<https://www.linkedin.com/showcase/biodiesel-magazine>

BIODIESEL
MAGAZINE

ONLINE ADVERTISING

BiodieselMagazine.com



More than 38,000 page views each month!
Totaling 456,238 page views every year!

- ▶ Avg. Overall Users Per Month: 21,378
- ▶ Avg. Overall Users Per Year: 256,538
- ▶ Avg. Overall Page Views Per Month: 38,019
- ▶ Avg. Overall Page Views Per Year: 456,238

LEADERBOARD \$699/month

1

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

2

SKYSCRAPER \$899/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

3

MEDIUM RECTANGLE \$499/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

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RECTANGLE \$295/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

5

TAKEOVER AD \$5,995/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

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TWITTER SPONSOR \$795/month

DIMENSIONS	Maximum of 300 w or 125 h pixels
FILE SIZE	25k limit
POSITION	Twitter section of homepage <i>see example</i>
AVAILABILITY	1 ad slot per month
FORMAT	JPEG, GIF, PNG

ONLINE AD SCHEDULE

Month	Insertion / Artwork				
January 2020	December 14, 2019	May 2020	April 15, 2020	September 2020	August 14, 2020
February 2020	January 15, 2020	June 2020	May 15, 2020	October 2020	September 15, 2020
March 2020	February 14, 2020	July 2020	June 15, 2020	November 2020	October 15, 2020
April 2020	March 16, 2020	August 2020	July 15, 2020	December 2020	November 16, 2020

