

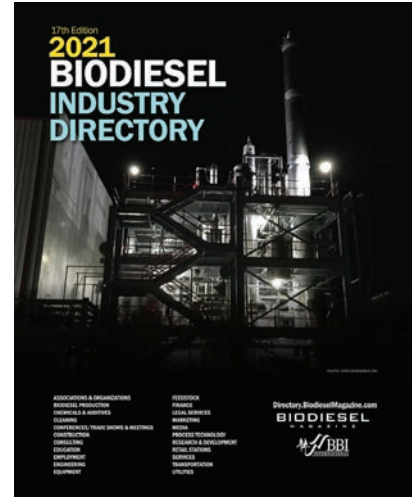
INDUSTRY DIRECTORY

Biodiesel Magazine and the *Biodiesel Industry Directory* are combined in the Winter Issue to more effectively display your products and services. Featured in the back half of the Winter Issue, you may want to consider a full-color display advertisement as the surest way to make your organization stand out within the directory. See page 15 to best determine in which category your ad should be placed.

Note: Other than premium placements, there are no guaranteed ad placements within the categories.

Receive **ONE FREE** listing 1 Listing = Print + Online + Add a **LOGO** to your listing

One listing FREE, additional listings \$75 each, add a logo to your listing \$115 each



LISTING & ADVERTISING OPTIONS

1 price = Print + Online Listing

Evonik Degussa Corporation
 379 interpace Parkway
 Parsippany, NJ 07054
 www.evonk.com/biodiesel
 Bernard (Bud) Murphy, Sales Manager
 P: 973-541-8194 | F: 973-541-8199
 bernard.murphy@evonik.com



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LISTINGS

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 biodiesel industry. Each listing is displayed in print and online. Additional listings are \$75. In order to receive your free listing, please visit our website at directory.biodieselmagazine.com and register online.

INSERTION DEADLINE: NOV. 4, 2020

LISTINGS + LOGOS

Again this year, we are offering listings plus a logo. This is a great way to increase your organization's presence in the directory without having to largely increase the budget. Each listing + logo is displayed in print and online. A listing plus logo costs \$190. (Listings without a logo are \$75 each. Adding a logo to your one free listing is \$115.)

INSERTION DEADLINE: NOV. 4, 2020

LOGO DEADLINE: NOV. 11, 2020

DISPLAY ADVERTISING

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. See the Advertising Form for details on display advertisement prices, sizes and options.

INSERTION DEADLINE: NOV. 4, 2020

LOGO / ARTWORK DEADLINE: NOV. 11, 2020

Add Your Listings at Directory.BiodieselMagazine.com

Last Year's Listings Don't Automatically Renew

INDUSTRY DIRECTORY AD PLACEMENT

Select a Category Below in Which to Display Your Ad

In which category would you like your display ad placed?*

REMINDER: Go to directory.biodieselmagazine.com to sign-up for your ONE FREE listing (1 Listing = Print + Online). Additional listings are \$75 each. Add a logo for \$115 each.

ASSOCIATIONS/ ORGANIZATIONS

BIODIESEL PRODUCTION

- Existing Producers
- Future Producers

CHEMICALS & ADDITIVES

- Additives
- Additives—Antioxidants
- Additives—Cold Flow Improvement
- Additives—Dyes
- Additives—Filter Aids
- Adsorbent
- Alcohol
- Biochemical Concept Development
- Biodiesel Purification
- CIP
- Catalysts—Acids
- Catalysts—Bases
- Catalysts—Enzymes
- Catalysts—Solids
- Feedstock Cleaning
- Foam Control
- Fuel Cleaning Additives
- Industrial Gases
- Water Treatment

CLEANING

- Ductwork
- Emergency Spill Response
- Filter Media
- Heat Exchanger
- Hydro-Blasting
- I.D. & RTO Fans
- Railcars
- Tank Cleaning Equipment
- Tank Cleaning Services
- Tank Cleaning Systems

CONFERENCES/TRADE SHOWS & MEETINGS

CONSTRUCTION

- Electrical
- Fabrication
- Foundations
- Insulation
- Management
- Mechanical
- Plant Construction
- Railroad Tracks
- Site Preparation
- Tanks

CONSULTING

- Advertising
- Architect
- Business Plans
- Electrical
- Energy
- Environmental
- Feasibility Studies
- Fleets
- Ground Water Services
- Information Technology
- Kosher Certification
- Lobbyist
- Personnel Recruiting

- Plant Optimization
- Project Development
- Public Relations
- Quality Assurance—BQ-9000
- Regulatory
- Risk Management
- Site Selection
- Web Development

EDUCATION

EMPLOYMENT

- Recruiting

ENGINEERING

- 3D Modeling
- Chemical
- Civil
- Control Systems
- Design/Build
- Electrical
- Energy Supply
- Environmental
- Mechanical
- Piping
- Process Design
- Structural
- Water Treatment

EQUIPMENT

- Agitation Equipment
- Air Pollution/Odor Control
- Algae Photo Bioreactors
- Analytical Instruments
- Automation
- Blending Systems
- Blowers & Fans
- Boiler System
- Calibration Standards
- Catwalks
- Centrifuge Repair & Reconditioning
- Centrifuges
- Coalescers
- Cold Soak
- Combustion Equipment
- Compressed Air Systems
- Compressors
- Computer Software
- Conditioning Systems
- Construction Equipment
- Control Systems
- Control Systems—Distributed
- Cooling Tower
- Custody Transfer Systems
- Decanters
- Distillation Equipment
- Ductwork
- Dust Control Systems
- Electric Heat Tracing
- Electrical Supplies
- Emission Monitoring Systems
- Emissions Testing & Reduction
- Evaporators
- Expellers
- Field Instruments
- Filters
- Filtration Equipment
- Filtration Media
- Fire—Detection
- Fire—Prevention

- Fire—Suppression
- Gas Detectors
- Gasification
- Gaskets
- Grease Handling Equipment
- Heat Exchangers
- Heat Transfer Fluid
- Heaters—Blower
- Heaters—Components
- Heaters—General
- Heaters—Radiant
- Heaters—Tank
- Heaters—Thermal Fluid
- Hose—Flexible
- Incinerators
- Instrumentation
- Insulator
- Laboratory Outsourcing
- Laboratory—Equipment
- Laboratory—Supplies
- Liners
- Loading Equipment
- Loading Equipment—Liquid
- Lubrication Systems
- Maintenance Software
- Meters
- Methanol Recovery Systems
- Micro Injection Valves & Nozzles
- Mixers
- Mixers—Static
- Motors
- Parts & Services
- Pipe—Fittings
- Pipe—Flanges
- Piping
- Pressure & Temperature
- Probes
- Process Control
- Pumps
- Pumps—Metering
- Quality Assurance Test Products
- Reactors—Batch
- Reactors—Cavitation
- Reactors—Continuous Flow
- Reactors—Shear
- Refrigeration
- Resource Recovery
- Rupture Disks
- Safety
- Scales—Bulk Weigh
- Scales—Railroad
- Scales—Software
- Scales—Truck
- Screens
- Seals
- Sensors
- Separation Equipment
- Separators
- Speed Reducers
- Spray Nozzles
- Steam Generators
- Steam—Traps
- Steel Suppliers
- Storage
- Tanks
- Tanks—Biodiesel Fuel
- Tanks—Catalyst
- Tanks—Diesel Fuel
- Tanks—Feedstock
- Tanks—Glycerin
- Tanks—Methanol

- Tanks—Pressure Vessels
- Tanks—Reactor
- Tanks—Settling
- Thermal Energy
- Thermal Heat Integrator
- Thermal Systems—Fluid
- Trucking Equipment
- Truck Receiving/Dumpers
- Used Equipment
- Valves
- Water Treatment

FEEDSTOCK

- Algae
- Animal Fats
- Brokering
- Collection
- Jatropa
- Oils—Marine
- Oils—Seed
- Oils—Tree
- Procurement
- Purification
- Recycled Fats & Oils
- Storage
- Trading
- Transport

FINANCE

- Accounting
- Appraisals
- Due Diligence
- Equity Procurement
- Futures Exchange
- Insurance
- Lease Financing
- Lender Representatives
- Lenders
- Mergers & Acquisitions
- Risk Management
- Secondary Equity Trading
- Software—Accounting
- Software—Commodity

GOVERNMENT

- Federal
- State

LEGAL SERVICES

- Attorneys
- Business & Licenses
- Intellectual Property
- Permits & Licenses

MARKETING

- Auctions
- Biodiesel
- Blender/Distributor
- Coproducts—Other
- Glycerin
- Market Data
- Miscellaneous
- Software

MEDIA

- Other
- Publications
- Websites

PROCESS TECHNOLOGY

- Biodiesel
- Biorefining
- Co-location
- Esterification
- Glycerolysis
- Modular Systems
- Renewable Diesel
- Retrofit
- Turnkey Systems

RESEARCH & DEVELOPMENT

- Government
- Private
- University

RETAIL STATIONS

- Blending Equipment
- Calibration Devices
- Cardlock Systems
- Environmental Remediation
- Fuel Tanks
- Hoses
- Meters
- Nozzles
- Pumps
- Signage

SERVICES

- Attestation
- Boiler Service & Repair
- Contracting
- Laboratory—Testing Services
- LCFS Registration
- Maintenance Services
- Pathway Approval
- RFS Registration
- RIN QAP
- Security Services
- Third-party Engineering Reviews
- Wastewater Treatment Services

TRANSPORTATION

- Air Charter Service
- Heavy Highway Transport
- Import/Export Services
- Marine
- Pipeline
- Rail
- Rail Consulting
- Railcar Equipment
- Railcar Gate Openers
- Railcar Leasing
- Railcar Moving
- Railcar Parts
- Railcar Repair
- Railcar Spill Containment
- Railcars—Covered Hopper
- Railcars—Tank Cars
- Terminals & DSP
- Trucking—Buy/Sell/Trade
- Trucking—Employment Services
- Trucking—Repair
- Trucking—Tankers
- Trucking—Tractors
- Vehicles

UTILITIES

- Public Power
- Utility

Last Year's Listings Don't Automatically Renew

Add Your Listings at Directory.BiodieselMagazine.com

*There are no guarantees on ad placement within the categories unless it's a premium spot.

Once complete, please fax form to 701-746-5367

BIODIESEL
MAGAZINE

BiodieselMagazine.com service@bbiinternational.com | (866) 746-8385

PRINT ISSUES

RATES AND SPECS












RATES

For Magazine & Directory Section
All display advertising rates: per insertion,
in U.S. dollars

ALL PRICES NET

Sizes	Rates
Marketplace	\$799
1/3 pg	\$1,458
1/2 pg	\$2,189
2/3 pg	\$2,765
Full pg	\$3,995
1/2 pg Spread	\$3,995
Two pg Spread	\$5,779

SIZES

	Non-Bleed Ad Size	With Bleed Ad Size	Trim Size	Live Area Size*	Size Available In Directory Section
 Two-Page Spread	16" x 9.875"	17" x 11.375"	17" x 10.875"	16.5" x 10.375"	✓
 Half-Page Spread	16" x 4.625"	17" 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			
 Marketplace	3.7" x 3.23"	N/A			

MARKETPLACE

Write-up: 50-60 words*

Contact info: Address, phone, website

*Address, phone number and website are not counted in the 50-60 word write-up.

SPECIAL ADVERTISING OPTIONS

PREMIUM PLACEMENT:

- +20% Inside Front Cover
- +20% Opposite Contents Pg
- +20% Inside Back Cover
- +50% Back Cover



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.



CLASSIFIED ADVERTISING

Biodiesel Magazine Marketplace
Full-color box ads available in the back of the issue.

Please call 866-746-8385 or email service@bbiinternational.com for details.

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: *Biodiesel 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) or FTP site

Call 866-746-8385 for more information on our FTP site.

Send hard copy artwork: *Biodiesel Magazine*

Attn: Advertising Coordinator

308 2nd Ave. N., Suite 304

Grand Forks, ND 58203

ADDITIONAL ADVERTISING INFORMATION

Biodiesel Magazine

Phone: 866-746-8385 | Fax: 701-746-5367

service@bbiinternational.com

REGULATIONS

Agency Discounts: Due to the affordable rates offered by *Biodiesel 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 *Biodiesel 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. *Biodiesel 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. *Biodiesel 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

Subscription Prices: Subscriptions to *Biodiesel 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.BiodieselMagazine.com. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com

