

RATES & SPECS


RATES

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

ALL PRICES NET

Sizes	Rates
Marketplace	\$299
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	2.25" x 3"	N/A			

SPECIAL ADVERTISING OPTIONS

PREMIUM PLACEMENT:

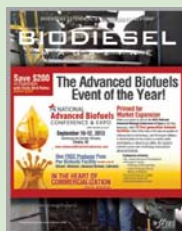
- +20% Inside Front Cover
- +20% Opposite Contents Pg
- +20% Inside Back Cover
- +50% Back Cover



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 from \$299 in the back of the issue.

Please call 866-746-8385 or e-mail 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 1/4" bleed is required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.** Ads sizes that don't bleed will have a 1/2" 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.

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 (e-mail 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 of \$49.95 for any country outside the United States. Subscription forms are available online (www.BiodieselMagazine.com), by mail or fax. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com