

# EDITORIAL CALENDAR

## BIODIESEL MAGAZINE

*Biodiesel Magazine (includes Directory)*

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>2023 Winter Issue</b> <i>w/ Directory</i>	<b>Biodiesel, Renewable Diesel and Sustainable Aviation Fuel (SAF)</b> Project Development Process Technology and Catalysts Construction, Expansion and Conversions	11/22/22	11/28/22	2023 Clean Fuels Conference (in all attendee bags) Iowa Renewable Fuels Summit (general session seat drop) Biofuels International Conference & Expo International Biomass Conference & Expo Biodiesel & Renewable Diesel Summit (Session Seat Drop) International Fuel Ethanol Workshop & Expo
<b>Summer</b>	<b>Biodiesel, Renewable Diesel and Sustainable Aviation Fuel (SAF)</b> Feedstock Availability and Logistics Supply Chain Management Purification and Pretreatment Low-Carbon Fuel Markets and Net-Zero	5/1/23	5/8/23	2023 Clean Fuels Conference (mailed to all attendees) Biodiesel & Renewal Diesel Summit (mailed to all attendees) International Fuel Ethanol Workshop & Expo (mailed to all attendees) ASABE Annual International Meeting
<b>2024 Winter Issue</b> <i>w/ Directory</i>	<b>Biodiesel, Renewable Diesel and Sustainable Aviation Fuel (SAF)</b> Project Development Construction, Expansion and Conversions Process Technology and Catalysts	11/20/23	11/27/23	2024 Clean Fuels Conference (in all attendee bags) Iowa Renewable Fuels Summit (general session seat drop) Biofuels International Conference & Expo International Biomass Conference & Expo Biodiesel & Renewable Diesel Summit (Session Seat Drop) International Fuel Ethanol Workshop & Expo

# PRINT RATES & SPECS

## PREMIUM PLACEMENT:

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

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



## COVERWRAPS

Coverwraps 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. Call for pricing.

## RATES

Sizes	1x	2x	Magazine	Directory	Map
<b>Two-Page Spread</b>	\$5,779	\$5,201	✓	✓	
<b>Half-Page Spread</b>	\$3,995	\$3,596	✓	✓	
<b>Full Page</b>	\$3,995	\$3,596	✓	✓	
<b>2/3 Page</b>	\$2,765	\$2,489	✓	✓	
<b>1/2 Page</b>	\$2,189	\$1,970	✓	✓	
<b>1/3 Page</b>	\$1,458	\$1,312	✓	✓	
<b>Marketplace</b>	\$799	\$719	✓		
<b>Box Ad*</b>	\$1,645 & 2,145				✓

\*Depends on Regular or Premium Position

## 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>	3.7 w x 3.23 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: *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

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

Call: 866-746-8385 for assistance

## 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](http://www.BiodieselMagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)