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# **SPONSORSHIP & ADVERTISING GUIDE**



# YOUR TARGET MARKET, OUR LOYAL MEMBERS.



The people who attend ACE events and read *Ethanol Today* are engaged and informed. They recognize a trustworthy brand when they see one. They reward industry participation and support.

Elevating your brand by sponsoring and advertising with ACE allows your company to leverage our well-woven web of print, electronic, and social media. A variety of platforms will deliver your company imagery and message directly to your target audience.

## WASHINGTON, D.C. FLY-IN

MARCH 14-15, 2024

Washington, D.C.

This D.C. lobbying event draws industry leaders of the highest caliber. Plant owners, managers, employees, corn growers, fuel retailers, ethanol industry suppliers, and others rally together for this two-day event on Capitol Hill, taking hundreds of meetings with members of Congress and sessions with key Administration officials.

[www.ethanol.org/events/fly-in](http://www.ethanol.org/events/fly-in)

## ACE CONFERENCE

AUGUST 14-16, 2024

Omaha, NE

The ACE Conference is a must-attend event for industry leadership. Relaying timely updates on public policy, market development, board of director training, and much more, this event combines the detail of high-level training courses with all the fun of a family reunion.

[www.ethanol.org/events/conference](http://www.ethanol.org/events/conference)

DEVELOP BRAND RECOGNITION

INCREASE PRODUCT VISIBILITY

BUILD LOYALTY

TAP NEW MARKETS

BE VIEWED AS AN INDUSTRY LEADER

TAKE ADVANTAGE OF AFFORDABLE,  
STRATEGIC MARKETING  
OPPORTUNITIES

GET YOUR MESSAGE IN FRONT OF  
ETHANOL PLANT DECISION-  
MAKERS AT ALL LEVELS

*"Meeting with congressional representatives during the ACE fly-in was a wonderful experience. It not only provided us the opportunity to speak on a topic we feel passionate about to individuals who can influence policy, but, in many cases, to educate individuals on the benefits and misunderstandings surrounding ethanol."*

– Ann Reis, Southwest Iowa Renewable Energy 2023  
ACE Fly-in Attendee

*"I always look forward to attending the ACE Conference because of the timely and relevant speakers and topics, and the opportunity for meaningful dialogue with other players in the industry."*

– Bill Dartt, Cardinal Ethanol  
2023 ACE Conference Attendee

# MAXIMUM REACH. MINIMUM EXPENSE.

## SPONSOR + ADVERTISE = SAVE

Sponsor one event	Price listed
Sponsor two events	10% discount on both sponsorships
Advertise in Ethanol Today	Prices listed
Sponsor AND advertise in <i>Ethanol Today</i>	10% discount on ads and sponsorship

## FLY-IN SPONSORSHIPS

Breakfast (2 available)	\$3,500
Lunch	\$5,000
Capitol Hill Reception	\$8,000
Coffee Break	\$2,500
Pens/Notepads	\$5,000
WIFI	\$5,000
Media Underwriter	\$5,000
Supporting Sponsor	\$2,500

Contact Anna Carpenter at [acarpenter@ethanol.org](mailto:acarpenter@ethanol.org) or 605-306-6142 with questions or to reserve your sponsorship and ad space.

## CONFERENCE SPONSORSHIPS

Welcome Reception	\$8,000
Networking Reception	\$6,000
Lunch	\$7,500
Refreshment Break (3 available)	\$3,500
Breakfast (2 available)	\$5,000
Name Badge Lanyards	\$7,500
Notebooks & Pens	\$5,000
Tote Bags	\$5,000
Event App	\$5,000
General Session WIFI	\$5,000
Platinum/Gold/Silver/Bronze	\$5,000/\$4,000/\$3,000/\$2,500
<b>DISPLAY BOOTH ONLY</b>	<b>\$2,000</b>



## SPONSORSHIP BENEFITS

- One complimentary conference registration per \$2,000 spent
- Complimentary ad in conference guide (third page for sponsorships under \$5,000, full page for \$5,000 and over)
- Company flyer, brochure or giveaway item in all ACE conference tote bags
- Company logo on event signage
- Logo and company contact information in event publication
- Space and table for company display at ACE Conference (for \$5,000 packages and higher)
- Verbal recognition at event
- Company logo on ACE website
- Recognition in email marketing of the event
- List of conference attendees post-event

# ETHANOL TODAY ADVERTISING

*Ethanol Today* magazine is respected in the industry as a leading source of timely, in-depth information about the people, policies and issues driving ethanol production and use in America. It's published six times per year and the print edition has a circulation of around 2,000 per issue, including delivery to all U.S. ethanol production plants, all ACE members, industry friends, and all members of Congress, not to mention a wide variety of industry events throughout the year. *Ethanol Today* is also available in a fully-integrated digital format to the public at [www.ethanoltoday.com](http://www.ethanoltoday.com) and has NEW digital ad opportunities available in addition to traditional print offerings.

## ISSUE THEMES\*

Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Diversified Markets: SAF, CCUS	Progress & Innovation By the Numbers	Climate Synergies	E15 & Higher Ethanol Blends Market Development	2024 Election & Ethanol + Advocacy	Global Biofuel Demand

## PRINT RATE CARD AND SIZES

All prices are net. Members of the American Coalition for Ethanol (ACE) at the Associate or Voting levels qualify for the Member advertising rate.

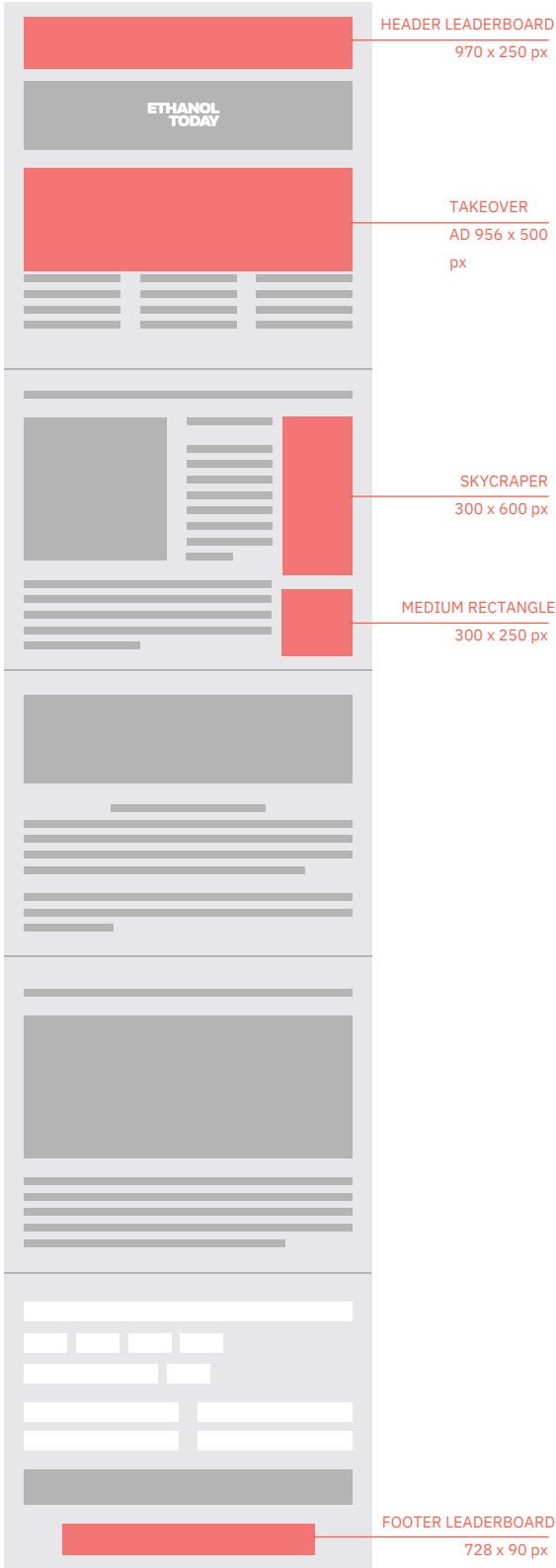
<b>COVER RATES</b> <i>(Premium Placement)</i> Four Color	1x \$2,850	1x Non-Member \$3,420	3x \$2,100	3x Non-Member \$2,520	6x \$1,725	6x Non-Member \$2,070
<b>DOUBLE-TRUCK SPREAD</b> <i>(Bleeds &amp; no bleeds)</i> Four Color 17 x 11 in., 16 x 10 in.	1x \$4,000	1x Non-Member \$4,800	3x \$2,800	3x Non-Member \$3,360	6x \$2,400	6x Non-Member \$2,880
<b>HALF-PAGE SPREAD</b> <i>(Bleeds &amp; no bleeds)</i> Four Color 17 x 5 in., 16 x 5 in.	1x \$2,500	1x Non-Member \$3,000	3x \$1,750	3x Non-Member \$2,100	6x \$1,500	6x Non-Member \$1,800
<b>FULL PAGE</b> <i>(Bleeds &amp; no bleeds)</i> Four Color 8.5 x 11 in., 7.5 x 10.5 in.	1x \$2,500	1x Non-Member \$3,000	3x \$1,750	3x Non-Member \$2,100	6x \$1,500	6x Non-Member \$1,800
<b>2/3 PAGE</b> <i>(Horizontal, Vertical)</i> Four Color 7.5 x 6.5 in., 5 x 10 in.	1x \$1,750	1x Non-Member \$2,100	3x \$1,225	3x Non-Member \$1,470	6x \$1,050	6x Non-Member \$1,260
<b>1/2 PAGE</b> <i>(Horizontal)</i> Four Color 7.5 x 5 in.	1x \$1,325	1x Non-Member \$1,590	3x \$925	3x Non-Member \$1,110	6x \$795	6x Non-Member \$954
<b>1/3 PAGE</b> <i>(Horizontal, Vertical)</i> Four Color 7.5 x 3.3 in., 2.5 x 10 in.	1x \$875	1x Non-Member \$1,050	3x \$625	3x Non-Member \$750	6x \$525	6x Non-Member \$630
<b>MARKETPLACE</b> <i>(Vertical)</i> Four Color 2.125 x 2.8 in.	1x \$375	1x Non-Member \$500	3x \$220	3x Non-Member \$325	6x \$155	6x Non-Member \$250

# ETHANOLTODAY.COM ONLINE 2024 RATE CARD AND SIZES

# ETHANOL TODAY

ALL PRICES ARE NET

## ONLINE ADVERTISING LAYOUTS



### HEADER LEADERBOARD (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
970 x 250 px	\$1,200	\$1,000	\$800	\$600

### TAKEOVER AD (1X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
956 x 500 px	\$3,000	\$2,800	\$2,600	\$2,400

### SKYSCRAPER (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
300 x 600 px	\$1,300	\$1,100	\$900	\$700

### MEDIUM RECTANGLE (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
300 x 250 px	\$1,100	\$900	\$700	\$500

### FOOTER LEADERBOARD (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
728 x 90 px	\$600	\$500	\$400	\$300

## FILE FORMATS

Advertisements must be submitted in a .jpg, .gif, animated .gif or .png format. All ads need to be saved as RGB color ads at 72 dpi resolution at 100k or less. A website URL link needs to be provided with all ads to designate the click-through website destination. The ads will be programmed to randomly rotate between all ethanoltoday.com pages except for the takeover ad, which will be designated to run on the homepage.

## CLOSING DATES

**All ads must be submitted to *Ethanol Today* on the 15th of the month prior to the 1st of the month the ads will run. If the 15th lands on a weekend, the ads are due on the next closest date. See the editorial calendar for specific deadlines or contact ACE.**

## INVOICES

All invoices are due 30 days after date of billing. Past due invoices are subject to 2% service charge per month. Delinquent accounts (after 90 days) are reported and advertising is suspended. All costs of collection, including attorney fees, are charged to the account. Advertisers and/or their agencies are jointly liable for payment of invoices.

## PREREQUISITES

All ethanoltoday.com advertisers must have a contract in good standing with *Ethanol Today* magazine. If, for any month, requests exceed available openings, preference will be given to those with greater commitment to *Ethanol Today* magazine.

## ADDITIONAL PROVISIONS

Cancellation of contracts is non-negotiable. Outstanding balance of contract will be due at time of cancellation.

## SENDING FILES OR QUESTIONS

Files can be emailed or sent via ftp site. Please email ads to Anna Carpenter at [acarpenter@ethanol.org](mailto:acarpenter@ethanol.org). Please call 605-306-6142 with any questions.

**ACE members will be given placement priority.**

**THANK YOU FOR ADVERTISING WITH *ethanoltoday.com***



# PRINT DEADLINES

# 2024 THEMES



<b>January/February</b> <i>Insertion December 4, 2023</i> <i>Artwork December 11, 2023</i>	<b>Diversified Markets: SAF, CCUS</b> Update on market potential, policies and developments/projects for Sustainable Aviation Fuel & Carbon Capture Utilization and Storage
<b>March/April</b> <i>Insertion February 5, 2024</i> <i>Artwork February 12, 2024</i>	<b>Progress &amp; Innovation By the Numbers</b> As Christianson's Benchmarking service celebrates 20 years, this issue will take a look at collected data spanning 2 decades and the impact its had on the industry
<b>May/June</b> <i>Insertion April 1, 2024</i> <i>Artwork April 8, 2024</i>	<b>Climate Synergies</b> Climate-smart farming practices for low carbon fuel market access; carbon projects/regulations; Midwest/Federal clean fuel policy; carbon scoring; etc.
<b>July/August</b> <i>Insertion June 3, 2024</i> <i>Artwork June 10, 2024</i>	<b>E15 &amp; Higher Blends Market Development</b> Status of E15; HBIIIP investments and future funding opportunities; updates on ACE's hybrid electric flex fuel vehicle demonstration; FFVs and EVs status/plans
<b>September/October</b> <i>Insertion August 19, 2024</i> <i>Artwork August 26, 2024</i>	<b>2024 Election &amp; Ethanol + Advocacy</b> 2024 election preview, discussion of the RFS, clean fuel policy and other ethanol industry policy and regulatory priorities; advocacy opportunities
<b>November/December</b> <i>Insertion October 7, 2024</i> <i>Artwork October 14, 2024</i>	<b>Global Biofuel Demand</b> Industry efforts to develop export markets for various forms of ethanol and its coproducts; update on tariffs and global clean fuel policies

## ONLINE AD SCHEDULE

MONTH	INSERTION/ARTWORK
January	December 15, 2023
February	January 15, 2024
March	February 15, 2024
April	March 15, 2024
May	April 15, 2024
June	May 15, 2024
July	June 14, 2024
August	July 15, 2024
September	August 15, 2024
October	September 16, 2024
November	October 15, 2024
December	November 15, 2024

*\*Bonus distributions subject to change – contact ACE office for more information. ACE Conference, ACE fly-in, Commodity Classic, Iowa Renewable Fuels Summit, International Fuel Ethanol Workshop & Expo, Midwest Petroleum and Convenience Tradeshow (M-PACT), National Association of Convenience Stores (NACS) Show, National Association of Farm Broadcasting Convention-Trade Talk, Nebraska Ethanol Board Emerging Issues Forum, Pacific Fuels & Convenience Expo, Southwest Fuel & Convenience Expo, Sunshine Food & Fuel Expo, Western Petroleum Marketers Association, Wisconsin Petroleum Marketers Convenience Store Association Convention*

[ethanoltoday.com](http://ethanoltoday.com) | [@EthanolToday](https://twitter.com/EthanolToday)

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# ETHANOL TODAY