

. RAISE YOUR PROFILE .

2024

# 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 Ethanol Today	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
Pocket Agenda	\$5,000
General Session WIFI	\$5,000
Platinum/Gold/Silver/Bronze	\$5,000/\$4,000/\$3,000/\$2,500

**DISPLAY BOOTH ONLY \$2,000**



## SPONSORSHIP BENEFITS

- 1 One complimentary conference registration per \$2,000 spent
- 2 Complimentary ad in conference guide (half page for sponsorships under \$5,000, full page for \$5,000 and over)
- 3 Company flyer, brochure or giveaway item in all ACE conference tote bags
- 4 Company logo on event signage
- 5 Logo and company contact information in event publication
- 6 Space and table for company display at ACE Conference (for \$5,000 packages and higher)
- 7 Verbal recognition at event
- 8 Company logo on ACE website
- 9 Recognition in email marketing of the event
- 10 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).

## ISSUE THEMES\*

Jan/Feb	Mar/April	May/June	July/Aug	Sept/Oct	Nov/Dec
Plant Innovation & Optimization	New Markets & Uses for Ethanol & Coproducts	Carbon Collaborations	E15 & Higher Ethanol Blends Market Development & Infrastructure	Clean Fuel Policy & Ethanol on Capitol Hill	Exports Outlook

\*Contact Katie Muckenhirn for the 2024 Editorial Calendar

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