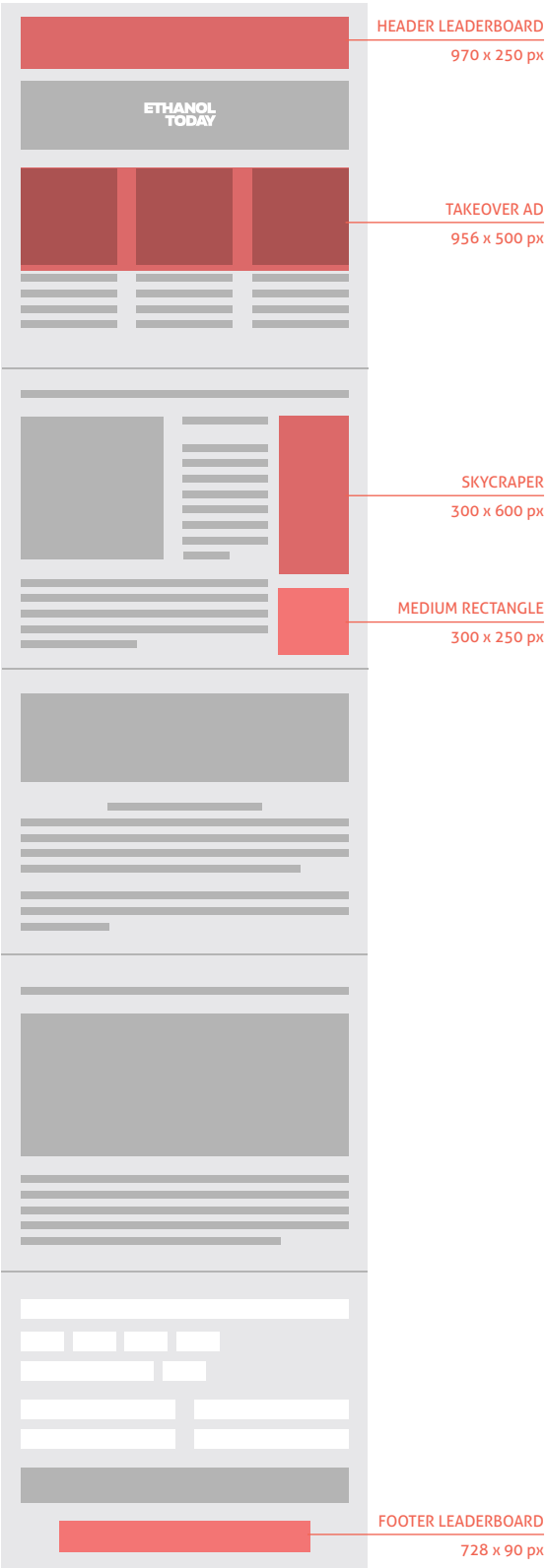


# ETHANOLTODAY.COM ONLINE 2024 RATE CARD AND SIZES

ALL PRICES ARE NET

# ETHANOL TODAY

## 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*

