

2024 MEDIA KIT

ETHANOL TODAY

Reporting about the people,
policies, and issues that drive
America's ethanol industry for over

20 YEARS



www.ethanoltoday.com

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



PRINT CIRCULATION & EDITORIAL SUBMISSIONS

ETHANOL TODAY

Meet ET

Ethanol Today is respected as a leading source of timely, in-depth information about the people, policies, and issues that drive ethanol in America.

In Every Issue

In addition to timely features on the people, projects, and policies driving America's ethanol industry, each edition of *Ethanol Today* includes:

- The Grassroots Voice, by CEO Brian Jennings
- The Lamberty Report, by CMO Ron Lamberty
- OPIS Market Prices
- ProExporter Network® Market Analysis
- Trade Talk, U.S. Grains Council
- New Member, New Project/Tech Spotlights
- Carbon Column
- Bio Biz Column
- Ethanol Industry News
- Profiles and testimonials from ethanol advocates

Meet ACE

Ethanol Today is proudly published by the American Coalition for Ethanol (ACE), an organization powered by people who have built an innovative industry that sustainably delivers clean fuel and valuable food to a growing world.

Meet ET Readers

Ethanol Producers

Each issue of *Ethanol Today* is distributed to ALL U.S. ethanol producers.

Policymakers

Every member of Congress receives each issue of *Ethanol Today* at his or her Capitol Hill office.

ACE members

All members of the American Coalition for Ethanol are subscribers to *Ethanol Today*, falling into the following categories: Ethanol Producers, Voting, Associate, and Individual. In addition to ethanol producers, members include agricultural associations, rural electric cooperatives, businesses that provide goods and services to the industry, small businesses that support ethanol, farmers, investors, and supporters of renewable energy.

Over
7,000
Readers Have
Spent an Average
of Nearly



Reading *Ethanol Today* Online in
2023

Circulation

Print Edition

The print edition of *Ethanol Today* has a circulation of nearly 2,000 per issue. Bonus distributions are made at key industry events, including the Commodity Classic, Fuel Ethanol Workshop, IRFA's Summit, ACE's annual conference, and many other industry events.

Online Edition

Ethanol Today is available free to the public at www.ethanoltoday.com in a fully-integrated digital format. Each advertisement is linked to the company's website, allowing readers click-through access to learn more and giving the advertiser expanded exposure.

Enhanced Online Access

Readers can not only access the full print publications and archives online, but also have the ability to access and share individual articles like a regular online news source, making the content easier to read, interact with and search for specific content. Digital advertisements are available for display throughout these articles linked to the company's website, allowing readers click-through access.

Advertising

Contact Anna Carpenter at acarpenter@ethanol.org or 605-306-6142 to inquire about how you can advertise in *Ethanol Today* or for information about ACE membership.

Editorial Content

Contact Ashley Borchert at aborchert@ethanol.org or 605-306-6174 for a list of editorial themes and how you can submit editorial content in *Ethanol Today*.

SPONSORSHIP & ADVERTISING PACKAGE OPPORTUNITIES

ETHANOL TODAY

SPONSORSHIP OPPORTUNITIES

Capitol Hill Sponsorship

Now more than ever, our leaders in Washington need timely, factual ethanol information. The magazine's Capitol Hill Sponsor is recognized for supporting the distribution of *Ethanol Today* to all members of Congress in DC offices. This supporter receives the back cover advertisement in each sponsored issue, seen both in print and in the online digital format available at ethanoltoday.com.

Cost: \$2,000 per issue

Digital Edition Sponsorship

The magazine's Digital Edition Sponsor will receive premium placement in each print issue, plus a bonus cover-wrap ad on the digital edition. The digital edition cover-wrap includes a full page with the sponsor's logo before the ET cover, and an additional full-page ad after the back ET cover.

Cost: \$2,500 per issue

ADVERTISING PACKAGE OPTIONS

Upgrade Package

Receive a free one-size upgrade for one month with your six-issue contract. For example, half-page advertisers select one issue for a free upgrade to a full page.

Cost: Free with 6-month contract

Conference Package

Get a full-page, full-color ad in *Ethanol Today's* July/August issue, plus a full-page ad in the ACE Conference guide at the event for \$3,000 (a \$3,500 value). This package provides an excellent opportunity for maximum exposure during ethanol conference promotion.

ACE-member cost: \$3,000
Non-member cost: \$3,500

Innovator Package

How does your company stand out from the rest? Tell us about your edge in the renewable energy industry in a two-page spread complete with a photo and company contact information, as well as a full-page advertisement – three pages devoted to you. (Company provides editorial content.)

Cost: \$2,500
(available only to ACE members)

Introductory Package

First-time advertisers can receive four half-page advertisements in *Ethanol Today* for the price of three (\$2,775).

ACE-member cost: \$2,775 (\$925 per ad)
Non-member cost: \$3,330 (\$1,100 per ad)

Sampler Package

Six issues with three different ad sizes to determine what works best for you. In this package, you receive two third-page horizontal ads, two half-page ads, and two full-page ads, a value of more than \$5,600 (at the member rate).

ACE-member cost: \$4,500
Non-member cost: \$5,500

Online Advertising Packages

Refer to the digital rate card for digital ad sizes available for companies interested in expanding their web presence. Please contact Anna Carpenter at acarpenter@ethanol.org to work with her on a digital ad package that works with your budget. Online advertising alongside a print package is a great way to maximize your visibility among readers and add variety to your media plan.

Custom Reprint Package

Elevate your exposure in the magazine via a customized reprint, which includes the magazine masthead, featured article/column, and contact information. Delivered in a digital PDF format, this package provides an excellent opportunity to add credibility for potential investors and reach new customers. Frame the article to showcase it in your company's lobby, post a PDF on your website, or use it as a handout at industry events; the options are yours.

ACE-member cost: \$1,000
Non-member cost: \$1,500

Advertising Contact:

Anna Carpenter
Phone: 605-306-6142
E-mail: acarpenter@ethanol.org

PRINT RATE CARD AND SIZES

ALL PRICES ARE NET

ETHANOL TODAY

COVER RATES (PREMIUM PLACEMENT)

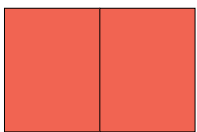
	1X	1X Non-Member	3X	3X Non-Member	6X	6X Non-Member
Inside Front	\$2,850	\$3,420	\$2,100	\$2,520	\$1,725	\$2,070
DOUBLE-TRUCK SPREAD (BLEEDS & NO BLEEDS)						
	1x \$4,000	1X Non-Member \$4,800	3X \$2,800	3X Non-Member \$3,360	6X \$2,400	6X Non-Member \$2,880
HALF-PAGE SPREAD (BLEEDS & NO BLEEDS)						
	1x \$2,500	1X Non-Member \$3,000	3X \$1,750	3X Non-Member \$2,100	6X \$1,500	6X Non-Member \$1,800
FULL PAGE (BLEEDS & NO BLEEDS)						
	1x \$2,500	1X Non-Member \$3,000	3X \$1,750	3X Non-Member \$2,100	6X \$1,500	6X Non-Member \$1,800
2/3 PAGE (HORIZONTAL, VERTICAL)						
	1x \$1,750	1X Non-Member \$2,100	3X \$1,225	3X Non-Member \$1,470	6X \$1,050	6X Non-Member \$1,260
1/2 PAGE (HORIZONTAL)						
	1x \$1,325	1X Non-Member \$1,590	3X \$925	3X Non-Member \$1,110	6X \$795	6X Non-Member \$954
1/3 PAGE (HORIZONTAL, VERTICAL)						
	1x \$875	1X Non-Member \$1,050	3X \$625	3X Non-Member \$750	6X \$525	6X Non-Member \$630
MARKETPLACE						
	1x \$375	1X Non-Member \$500	3X \$220	3X Non-Member \$325	6X \$155	6X Non-Member \$250

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

ADVERTISING LAYOUTS



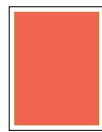
FULL PAGE W/BLEEDS



DOUBLE-TRUCK W/BLEEDS



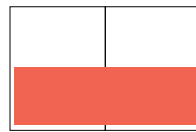
DOUBLE-TRUCK NO BLEEDS



FULL PAGE NO BLEEDS



HALF-PAGE SPREAD W/BLEEDS



HALF-PAGE SPREAD NO BLEEDS



BACK COVER

THANK YOU FOR
ADVERTISING
WITH ETHANOL
TODAY.

AD SIZE SPECIFICATIONS (in inches)

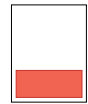
	AD SIZE	SIZE WITH BLEEDS	LIVE AREA (SAFE AREA, WILL NOT BE TRIMMED)
Back Cover	8.5 x 7.5	8.625 x 7.625	8 x 7
Double-truck (bleeds)	17 x 11	17.25 x 11.25	16.5 x 10.5
Double-truck (no bleeds)	16 x 10	-	16 x 10
Half-page spread (bleeds)	17 x 5	17.25 x 5.625	16.5 x 4.125
Half-page spread (no bleeds)	16 x 5	-	16 x 5
Full page (bleeds)	8.5 x 11	8.75 x 11.25	8 x 10.5
Full page (no bleeds)	7.5 x 10.5	-	7.5 x 10.5
2/3 page horizontal	7.5 x 6.5	-	7.5 x 6.5
1/2 page horizontal	7.5 x 5	-	7.5 x 5
1/3 page horizontal	7.5 x 3.3	-	7.5 x 3.3
2/3 page vertical	5 x 10	-	5 x 10
1/3 page vertical	2.5 x 10	-	2.5 x 10
Marketplace	2.125 x 2.8	-	2.125 x 2.8



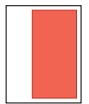
2/3 HORIZONTAL



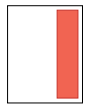
1/2 HORIZONTAL



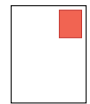
1/3 HORIZONTAL



2/3 VERTICAL



1/3 VERTICAL



MARKETPLACE - multiple ads can be purchased to create a larger ad, call for specs

ELECTRONIC SPECIFICATIONS

Mac (preferred) or PC; All graphics should be at least 300 dpi. Four-color and two-color ads must be saved as CMYK files.

Please email ads or download information to Anna Carpenter at acarpenter@ethanol.org. Please call 605-306-6142 with questions.

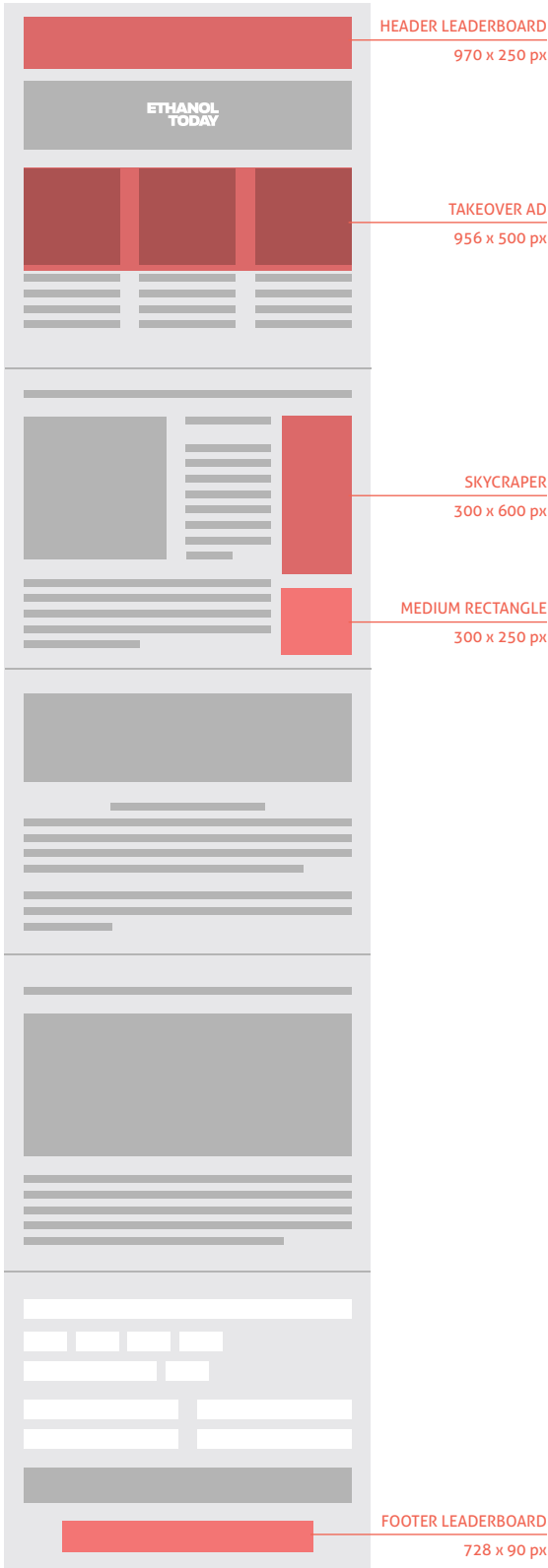


ETHANOLTODAY.COM ONLINE 2024 RATE CARD AND SIZES

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. Please call 605-306-6142 with any questions.

ACE members will be given placement priority.

THANK YOU FOR ADVERTISING WITH ethanoltoday.com

