



Biomass Online



BIOMASSMAGAZINE.COM
IS THE
#1 SOURCE
OF INFORMATION FOR AND ABOUT
BIOMASS INDUSTRY PROS.

What is BiomassMagazine.com?

BiomassMagazine.com is the premier online destination for ethanol producers and professionals interested in the latest biomass production technology, news and policy. The site is a tool biomass industry pros use to plan, learn and grow their business – whether at the office, in the field or at home.

BiomassMagazine.com is a direct route to biomass producers and key decision makers in the industry. The site offers a variety of custom advertising sponsorship opportunities that link to highly engaging editorial platforms.

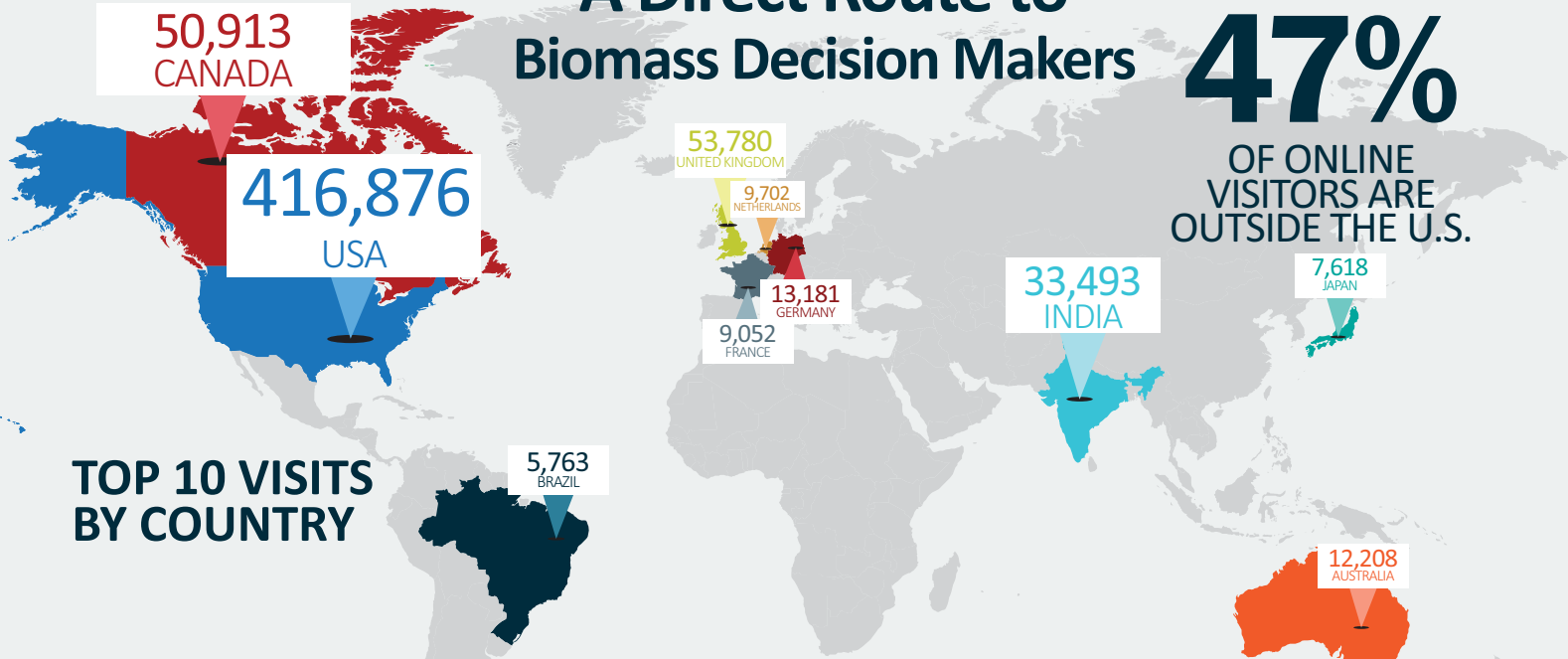
We have the resources and the experience to integrate your message seamlessly within our content in ways that will align your brand with our audience of affluent biomass business professionals in every area of their digital life: mobile, community, downloads, directories, photos, newsletters and articles that allows them access to timely and topical information – when they want it and how they want it.

OVERVIEW

BIOMASSMAGAZINE.COM AT A GLANCE

A Direct Route to Biomass Decision Makers

47%
OF ONLINE VISITORS ARE OUTSIDE THE U.S.



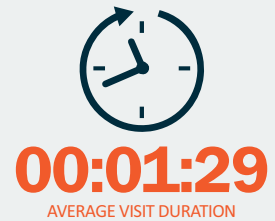
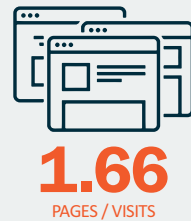
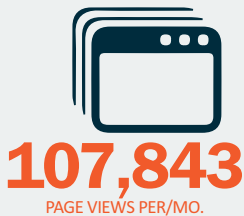
TOP 10 VISITS BY COUNTRY

31%

OF ONLINE VISITORS ARE RETURNING VISITORS

69%

OF ONLINE VISITORS ARE NEW VISITORS

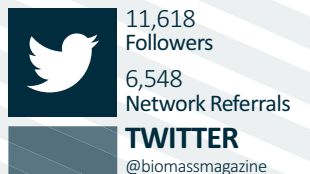


Based on Google Analytics from July 2015 - July 2016

For more details on analytics please call 866-746-8385 or email service@bbiinternational.com.

CONNECTING YOUR ADVERTISEMENT WITH SOCIAL MEDIA

Every story the editorial team writes is published on *Biomass Magazine's* extensive social media network, bringing the social media audience to your advertisement.



ONLINE ADVERTISING

1

LEADERBOARD \$1,449/month

DIMENSIONS 728 x 90 pixels
 FILE SIZE 40k limit
 POSITION Top of every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum 4 ads rotate randomly
 FORMAT JPEG, GIF, animated GIF, or Flash

- ▶ Avg. Overall Visitors per Month: 65,003
- ▶ Avg. Overall Visitors per Year: 780,037
- ▶ Avg. Overall Page Views per Month: 107,843
- ▶ Avg. Overall Page Views per Year: 1.29 million

2

SKYSCRAPER \$1,549/month

DIMENSIONS 300 x 600 pixels
 FILE SIZE 40k limit
 POSITION Right-hand side on every page viewed within the site
 AVAILABILITY 4 ad slots per month
 ROTATION Maximum 4 ads rotate randomly
 FORMAT JPEG, GIF, animated GIF, or Flash

3

MEDIUM RECTANGLE \$695/month

DIMENSIONS 300 x 250 pixels
 FILE SIZE 40k limit
 POSITION Home page and right side within content
 AVAILABILITY 10 ad slots per month
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, animated GIF, or Flash

4

RECTANGLE \$195/month

DIMENSIONS 300 x 100 pixels
 FILE SIZE 40k limit
 POSITION Bottom of every page
 AVAILABILITY 10 Ad Slots
 ROTATION Maximum 10 ads rotate randomly
 FORMAT JPEG, GIF, animated GIF, or Flash

BiomassMagazine.com Schedule

ISSUE	ONLINE INSERTION/ARTWORK
January 2017	December 16, 2016
February 2017	January 15
March 2017	February 19
April 2017	March 18
May 2017	April 15
June 2017	May 20
July 2017	June 17
August 2017	July 15
September 2017	August 19
October 2017	September 16
November 2017	October 14
December 2017	November 18

The screenshot shows the Biomass Magazine website layout. At the top, there is a navigation bar with links for Home, Magazine, E-newsletters, Events, Plants, Subscribe, Store, Directory, Fiber Price Analysis, and Free. Below this is the 'BIOMASS' logo and a 'LEADERBOARD' ad slot. The main content area features 'LATEST NEWS' with several articles, including 'Opinion: Ancient Biology for Modern Decarbonization' and 'In Depth: Solving the Equipment Equation'. On the right sidebar, there is a 'Join Our Mailing List' section, 'BLOGS', and 'ASH CONTENT'. A large 'MEDIUM RECTANGLE' ad is placed on the right side of the page. At the bottom, there are three 'RECTANGLE' ad slots and a footer with contact information and copyright details.