

# EDITORIAL CALENDAR

## Editorial Themes / Insertion & Artwork Deadlines

### ISSUE 1

<b>Theme:</b> Material Handling and Storage, Product Analysis, Testing and Quality Control	<b>Bonus Distribution:</b> 1. International Biomass Conference & Expo (in all attendee bags) 2. Waste Expo 3. Argus Biomass	<b>Deadlines:</b> <b>Insertion: January 25, 2021</b> <b>Artwork: February 1, 2021</b>
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### ISSUE 2

<b>Theme:</b> Fire and Explosion Protection, Dust Control, Personnel Safety Training and Emergency Response	<b>Bonus Distribution:</b> 1. International Biomass Conference & Expo (mailed to attendees) 2. PFI Annual Conference (in all attendee bags)	<b>Deadlines:</b> <b>Insertion: April 19, 2021</b> <b>Artwork: April 26, 2021</b>
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### ISSUE 3

<b>Theme:</b> Operations & Maintenance Automation Solutions and Operational Efficiency	<b>Bonus Distribution:</b> 1. Wood Pellet Association of Canada Conference 2. USIPA Exporting Pellets Conference 3. International Biomass Congress & Expo	<b>Deadlines:</b> <b>Insertion: July 21, 2021</b> <b>Artwork: July 28, 2021</b>
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### ISSUE 4

<b>Theme:</b> Pellet Mill Technologies, Project Development, Engineering and Construction	<b>Bonus Distribution:</b> 1. USIPA Exporting Pellets Conference	<b>Deadlines:</b> <b>Insertion: October 27, 2021</b> <b>Artwork: November 3, 2021</b>
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## PELLET ADVERTISING OPPORTUNITIES



Pellet Mill Magazine - Spotlight Feature Example

### PRINT EDITION

With more information on pellet mills than any other publication, *Biomass Magazine's Pellet Mill Magazine* offers regular features that highlight the latest developments in all facets of the industry.

- ▶ No. 1 pellet magazine in the world
- ▶ 16,100+ 4x circulation
- ▶ We'll create your ad free of charge

### U.S. & CANADA PELLET MILL MAP

Full-color 43" x 33.25" wall map  
See page 12 for more information

- ▶ Plots the location and production status of all pellet mill plants across the United States and Canada
- ▶ Published annually

#### Distribution:

- ▶ Distributed FREE to all *Pellet Mill Magazine* subscribers and at all major related conferences and trade shows

### PELLET MILL PRESS E-NEWSLETTER

See page 9 for more information

Our weekly newsletters provide unique insight and commentary designed for a professional audience.

- ▶ Published the first and third Tuesday of each month
- ▶ 28,000+ subscriber base
- ▶ Online advertising available from \$295 to \$495
- ▶ Advertisers receive impressions, clicks and company name/domain of subscriber who clicked on your ad.

### CUSTOM CONTENT IN PELLET MILL MAGAZINE












See page 7 for more information

Get your Company seen:

- ▶ Spotlight Feature
- ▶ Custom Designed Reprint
- ▶ Press Release Sent to Email List
- ▶ Custom Written Press Release Sent to Email List

# ADVERTISING RATES & SPECS

## SIZES

	<u>Non-Bleed Ad Size</u>	<u>With Bleed Ad Size</u>	<u>Trim Size</u>	<u>Live Area Size*</u>
 <b>Two-Page Spread</b>	16" x 9.875"	17.5" x 11.375"	17" x 10.875"	16.5" x 10.375"
 <b>Half-Page Spread</b>	16" x 4.625"	17.5" x 5.375"	17" x 5.125"	16.5" x 4.875"
 <b>Full Page</b>	7.5" x 9.875"	9" x 11.375"	8.5" x 10.875"	8" x 10.375"
 <b>1/2 Page H</b>	7.5" x 4.625"	9" x 5.375"	8.5" x 5.125"	8" x 4.875"
 <b>1/3 Page H</b>	7.5" x 3.375"	9" x 4.125"	8.5" x 3.875"	8" x 3.625"
 <b>1/3 Page V</b>	2.5" x 9.875"	3.25" x 11.375"	3" x 10.875"	2.25" x 10.375"
 <b>1/2 Page V</b>	3.75" x 9.875"	4.5" x 11.375"	4.25" x 10.875"	3.5" x 10.375"
 <b>2/3 Page V</b>	5" x 9.875"	5.75" x 11.375"	5.5" x 10.875"	4.75" x 10.375"
 <b>1/2 Page Island</b>	5" x 6.875"	N/A		
 <b>1/3 Page Island</b>	5" x 5.125"	N/A		
 <b>Marketplace</b>	3.7" x 3.23"	N/A		

## RATES

All display advertising rates: per insertion, in U.S. dollars

### ALL PRICES NET

<b>Sizes</b>	<b>Rates</b>
Marketplace	\$799
1/3 pg	\$1,385
1/2 pg	\$1,985
2/3 pg	\$2,539
Full pg	\$3,699
1/2 pg Spread	\$3,865
Two pg Spread	\$6,795

**PREMIUM PLACEMENT:**

- +25% Inside Front Cover
- +25% Opposite Contents Pg
- +25% Inside Back Cover
- +50% Back Cover

**MARKETPLACE**  
 Write-up: 50-60 words\*  
 Contact info: Address, phone, website  
 \*Address, phone number and website are not counted in the 50-60 word write-up.

## PUBLICATION INFORMATION

Publication (Trim) Size: 8.5" x 10.875"  
Live Area: 8" x 10.375"  
Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover  
Method of Printing: Web press, 150 lpi, process color  
Binding: Saddle-Stitched  
Applications: Publication is created in Adobe InDesign. PC files.  
Ad Placement: Apart from Premium Ad Placements, vertical ads are placed along the outside of the page and horizontal ads are placed at the bottom of the page.  
Proofs: We do not supply proofs  
Storage of Advertisement: 24 months

## ARTWORK SPECS

Color: CMYK/process colors only. **NO SPOT COLORS.** All spot colors must be converted to CMYK. Color quality is not guaranteed if spot colors are used. No built-in black type.  
Fonts: Outline or embed all fonts in the PDF  
File Format: High-Res PDF  
Resolution: All advertising materials must be at least 300 dpi and submitted at 100% size.  
Bleed: Refer to SIZES for the different bleed-size ads. A 1/4" bleed is required for each side that bleeds. **PLEASE CHECK THE LIVE AREA.** Ads sizes that don't bleed will have a 1/2" border around the ad.  
Live area: To prevent info being trimmed off, all text, logos, etc., must be at least 1/2" in from the edge of the ad.  
PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see below for BLEED specifications.  
 If submitted artwork does not meet specifications a new file will be requested.  
Trapping: Save files without trapping preferences.  
Color Profiles: Whenever possible – do not embed or include color profiles.

## CREATING ARTWORK

In-House Production: *Pellet Mill Magazine* will create advertisements for clients. The advertiser must submit ad copy, plus high-resolution logos and photos. Photos may be purchased for advertisement, but at the client's expense. Submission of materials should be completed at least one month in advance of print run. Call for applicable production fees.

## SUBMITTING ARTWORK

Send Artwork to: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)

## ADDITIONAL ADVERTISING INFO CONTACT:

*Pellet Mill Magazine*  
 Phone: 866-746-8385 | Fax: 701-746-5367  
[service@bbiinternational.com](mailto:service@bbiinternational.com)



### COVERWRAPS

Cover wraps are attached to the front of the magazine. Prices vary by issue. Call for pricing.



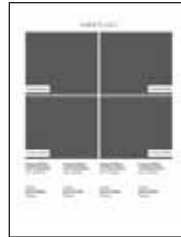
### BELLYBANDS

Bellybands wrap around the outside of the magazine. Prices vary by issue. Call for pricing.



### INSERTS/OUTSERTS:

Inserts are stitched into the magazine on 100# stock. Outserts are poly-bagged with the magazine. Call for pricing.



### MARKETPLACE

**ADVERTISING:**  
*Pellet Mill Magazine* Marketplace Full-color box ads available from \$799 in the back of the issue.

## REGULATIONS

Agency Discounts: Due to the affordable rates offered by *Pellet Mill Magazine*, we do not offer agency discounts.

Invoices: Rendered at time of issue mailing.

Short Rates/Rebates: Advertisers will be short-rated if, within 12 months from the date of the first insertion, they do not use the amount of space upon which their billings have been based. Rates may be adjusted (lowered) during the course of an advertiser's insertion order agreement, if the advertiser has used sufficient additional space to warrant a lower rate than that at which their billing began.

Rate Protection: Rates are effective for all advertisers throughout the duration of this media kit. Rates will never increase during the term of an advertiser's billing agreement, unless the advertiser chooses to change the plan by, for example, increasing the size of an ad.

Publisher's Protective Clauses: Deliberate attempts to simulate editorial format in an advertisement is not permitted by *Pellet Mill Magazine*. The publisher reserves the right to insert the word "advertisement" when, in the publisher's opinion, an advertisement resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted matter) will be assumed by advertisers and their agencies.

The publisher reserves the right to reject any advertising that does not conform to publication standards. *Pellet Mill Magazine* is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. *Pellet Mill Magazine* is not responsible for quality of reproduction when materials received do not conform to specifications or when materials are received beyond closing date.

Cancellations: No cancellations will be accepted after closing dates. Notification of cancellations prior to closing date should be in writing (e-mail or fax acceptable).

Method of Distribution: U.S. Postal Service

Subscription Prices: Subscriptions to *Pellet Mill Magazine* are now free of charge to everyone with the exception of a shipping and handling fee for any country outside the United States. Subscriptions available online at [www.biomassmagazine.com](http://www.biomassmagazine.com). Please contact our subscriptions department for subscription assistance at (866) 746-8385 or [service@bbiinternational.com](mailto:service@bbiinternational.com)

