

2020 EDITORIAL CALENDAR

Editorial Themes / Insertion & Artwork Deadlines

Deadlines

Bonus Distribution

Editorial Calendar

JANUARY/FEBRUARY

Insertion: December 16, 2019
Artwork: December 23, 2019

1. International Biomass Conference & Expo (in all attendee bags)

Project Design, Engineering and Construction

MARCH/APRIL

Insertion: February 24, 2020
Artwork: March 2, 2020

1. International Biomass Conference & Expo (mailed to attendees)
2. Waste Expo
3. Argus Biomass 2019

Coproducts, Byproducts and Secondary Markets

MAY/JUNE

Insertion: April 27, 2020
Artwork: May 4, 2020

1. PFI Annual Conference (in all attendee bags)
2. North American Waste-to-Energy Conference

Feedstock Sourcing, Harvest & Transport

JULY/AUGUST

Insertion: June 29, 2020
Artwork: July 6, 2020

2. Wood Pellet Association of Canada Annual Conference

Plant O&M, Automation & Efficiency

SEPTEMBER/OCTOBER

Insertion: August 31, 2020
Artwork: September 7, 2020

1. USIPA Exporting Pellets Conference
2. International Biomass Congress & Expo

Fire/Explosion Protection, Dust & Emission Control

NOVEMBER/DECEMBER

Insertion: October 26, 2020
Artwork: November 2, 2020

1. Power-Gen International
2. Wastecon

Feedstock Prep, Sorting, Sizing, Drying & Conveying

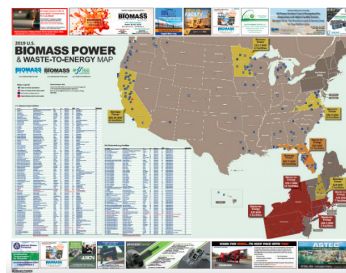
PELLET MILL MAGAZINE ADVERTISING OPPORTUNITIES



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+ bimonthly circulation
- ▶ We'll create your advertisement free of charge



U.S. & CANADA PELLET MILL MAP

Full-color 43" x 33.25" wall map












- ▶ 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

2020 ADVERTISING DEADLINES

SIZES

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

RATES

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

MARKETPLACE

Write-up: 50-60 words*

Contact info: Address, phone, webiste

*Address, phone number and website are not counted in the 50-60 word write-up.

	Marketplace	1/3 pg	1/2 pg	2/3 pg	Full pg	1/2 pg Spread	Two pg Spread
1x	\$799	\$1,385	\$1,985	\$2,539	\$3,699	\$3,865	\$6,795
3x	\$799	\$1,205	\$1,725	\$2,209	\$3,215	\$3,359	\$5,919
6x	\$799	\$1,025	\$1,465	\$1,879	\$2,709	\$2,855	\$4,995

PREMIUM PLACEMENT:

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

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: Biomass 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

FTP Site: Files may be uploaded to our FTP site. Call 866-746-8385 for more information.
Email: artwork@bbiinternational.com

ADDITIONAL ADVERTISING INFO CONTACT:

Biomass Magazine
 Phone: 866-746-8385 | Fax: 701-746-5367
 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 Biomass 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 Biomass 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. Biomass 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. Biomass 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- Periodical

Subscription Prices: Subscriptions to Biomass 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. Please contact our subscriptions department for subscription assistance at (866) 746-8385 or service@bbiinternational.com

