

# EDITORIAL CALENDAR

## PELLET MILL MAGAZINE

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>Issue 1</b>	<b>Project Development</b> Material Handling and Storage Product Analysis, Testing and Quality Control <i>Bonus focus: Moisture Measurement/Control</i>	1/24	1/31	National Biodiesel Conference International Biomass Conference & Expo (in all attendee bags) ACORE's Renewable Energy Policy Forum SOAR 2022
<b>Issue 2</b>	<b>Operations &amp; Maintenance</b> Fire and Explosion Protection, Dust Control, Personnel Safety Training and Emergency Response <i>Bonus Focus: Spark Detection</i>	4/25	5/2	International Biomass Conference & Expo (mailed to all attendees) Argus Biomass 2022 (digital issue distribution) International Fuel Ethanol Workshop & Expo (hotel drop) PFI Annual Conference (in all attendee bags) ASABE Annual Meeting Waste Expo
<b>Issue 3</b>	<b>Safety &amp; Compliance</b> Operations & Maintenance Automation Technology Plant Optimization & Operational Efficiency <i>Bonus Focus: Lubricants and Greases</i>	7/25	8/1	Asia-Pacific Biomass Energy Exhibition (digital issue distribution) Wood Pellet Association of Canada Conference International Biomass Congress & Expo (digital issue distribution)
<b>Issue 4</b>	<b>Biomass Handling &amp; Storage</b> Pellet Mill Technologies, Project Development, Engineering and Construction <i>Bonus Focus: Bagging/Packaging</i>	10/24	10/31	USIPA Exporting Pellets Conference (general session seat drop) European Bioenergy Future Wastecon Power-Gen International

Pellet Mill Magazine convenes the industry at scale that ignite conversations that drive systemic change in business, technology and production

# PRINT RATES & SPECS

## PREMIUM PLACEMENT:

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

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



## 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 polybagged with the magazine.  
Call for pricing.

## RATES

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

\*Depends on Regular or Premium Position

## SIZES

\*Multiple ads can be purchased to create a larger ad, call for specs

Sizes	Non-Bleed Ad	Bleed Ad	Trim Size	Live Area/Bleed Ads	Magazine	Map
<b>Two-Page Spread</b>	16 w x 9.875 h	17.5 w x 11.375 h	17 w x 10.875 h	16.5 w x 10.375 h	✓	
<b>Half-Page Spread</b>	16 w x 4.625 h	17 w x 5.375 h	17 w x 5.125 h	16.5 w x 4.875 h	✓	
<b>Full Page</b>	7.5 w x 9.875 h	9 w x 11.375 h	8.5 w x 10.875 h	8 w x 10.375 h	✓	
<b>1/2 Page H</b>	7.5 w x 4.625 h	9 w x 5.375 h	8.5 w x 5.125 h	8 w x 4.875 h	✓	
<b>1/3 Page H</b>	7.5 w x 3.375 h	9 w x 4.125 h	8.5 w x 4.125 h	8 w x 3.625 h	✓	
<b>2/3 Page V</b>	5 w x 9.875 h	5.75 w x 11.375 h	5.5 w x 10.875 h	4.75 w x 10.375 h	✓	
<b>1/2 Page V</b>	3.75 w x 9.875 h	4.5 w x 11.375 h	4.25 w x 10.875 h	3.5 w x 10.375 h	✓	
<b>1/3 Page V</b>	2.5 w x 9.875 h	3.25 w x 11.375 h	3 w x 10.875 h	2.25 w x 10.375 h	✓	
<b>1/2 Page Island</b>	5 w x 6.875 h	NA	NA	NA	✓	
<b>1/3 Page Island</b>	5 w x 5.125 h	NA	NA	NA	✓	
<b>Marketplace*</b>	2.5 w x 3 h	NA	NA	NA	✓	
<b>Box Ad*</b>	3.25 w x 3.25 h	NA	NA	NA		✓

## 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 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.**  
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. Registration marks preferred.  
PDF Files: Save with all fonts and images embedded. Save without color profiles. Once PDF is created, please check the bleed – see "Sizes" 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

Email: [artwork@bbiinternational.com](mailto:artwork@bbiinternational.com)  
Call: 866-746-8385 for assistance

## 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 (email 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 are 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)