EDITORIAL SCOPE

*Biomass Magazine* is the No. 1 source for biomass industry news, trends and statistics. Through our print publication and website, we deliver both daily news and industry trend features to our audience of producers, service providers and vendors. *Biomass Magazine* gives producers the well-organized information they need to keep their production and efficiency on pace with the rest of the industry.

Our quarterly print magazine offers readers thoroughly researched, staff-written feature articles, contributions from the industry’s most well-known names, and opinion pieces from the advocates the biomass industry looks to for support. They cover finance, policy, regulations, equipment and technological innovations, export markets, operational efficiency, staffing and more. Meanwhile, the website delivers the breaking and spot news our readers want to digest daily. It’s all sent out in the newsletter each Tuesday.

Readers also can stay on top of the layout of their industry, using the annual *Biomass Power & Waste-to-Energy* and *North American Renewable Natural Gas* plant maps. Through incredible effort by our team, we possess the most up-to-date, accurate information on biomass plant sizes, locations and operational statuses. The map hangs on control room walls all across the country.

Our reach hits all corners of the world, and the global industry converges each year for *Biomass Magazine*’s International Biomass Conference & Expo. Boasting about 850 attendees and 140 trade show vendors, it’s the industry’s largest event. Regular job satisfaction surveys, informational webinars and an industry directory round out the biomass industry coverage provided by *Biomass Magazine*. We don’t miss a thing.

THE TEAM

<table>
<thead>
<tr>
<th>ROLE</th>
<th>NAME</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
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</table>

CONTRIBUTING
To contribute or suggest editorial content, send a brief summary or abstract of the article to: Anna Simet, Editor, *Biomass Magazine* asimet@bbiinternational.com or call 866-746-8385
WHO WE REACH

Biomass Magazine is all about reader engagement. Its undeniable credibility is derived from superior industry journalism.

**ONLINE & SOCIAL**
- **884K+** Global Page Views/Yr
- **278K+** U.S. Visitors
- **26K+** Social Footprint

**PRINT**
- **7K+** Readers
- **16K+** Digital Audience
- **#1** For Readers, Producers, & Industry Pros

**EVENTS / WEBINARS**
- **10+** Events/Webinars
- **150K+** Global Reach
- **150+** Attendees Per Webinar

**NEWSLETTERS**
- **52K+** Newsletter Subscribers
- **52** Issues Per Year
- **26K+** Social Footprint

**DIRECTORY & MAPS**
- **7,000+** Readers
- **4,800+** Digital Audience
- **#1** For Readers, Producers, & Industry Pros

**TOP 5 INDUSTRIES**
- EQUIPMENT & SERVICES
- CONSULTING
- TECHNOLOGY/ENGINEERING
- BIOFUELS PRODUCER – CONVENTIONAL
- ACADEMIA

**SUBSCRIPTIONS**

Biomass Magazine is printed quarterly and is FREE to subscribers.

Subscriptions are available at BiomassMagazine.com

Subscriptions can also be processed by calling 866-746-8385.
BIOMASS MAGAZINE
ADVERTISING OPPORTUNITIES

PRINT
7K+ circulation
Biomass Magazine*
Printed quarterly (4x)

7K+ circulation
U.S. Biomass Power & Waste-to-Energy Plant Map
Printed yearly (1x)

7K+ circulation
North American Renewable Natural Gas Map
Printed yearly (1x)

ONLINE
884K+ page views/yr
BiomassMagazine.com
Month Duration (12x)

52K+ subscribers
Biomass Week E-Newsletter
Distributed Weekly (52x)

CUSTOM
72K+ subscribers
Digital Press Package
Click rates/reports for each medium

7K+ readers
Spotlight Feature*
Featured in Biomass Magazine

72K+ subscribers
Custom Press Release
Custom, Unlimited

5K+ subscribers
Custom Reprint
Custom, Unlimited

EVENTS + WEBINARS
150-200 attendees
BMM’s Webinar Series
Custom, Unlimited

850+ attendees
Int’l Biomass Conference & Expo
Est. 200+ Producers
Feb. 28-Mar. 2, 2023 in Atlanta, GA

RENEWABLE ENERGY OPTIONS
PRINT
5K+ circulation
Ethanol Producer Magazine*
Printed monthly (12x)

PRINT
5K+ circulation
Biodiesel Magazine*
Printed bi-annually (2x)

EVENT
2,000+ attendees
Biodiesel & Renewable Diesel Summit
Est. 550+ Producers
June 12-14, 2023 in Omaha, NE

EVENT
2,000+ attendees
Int’l Fuel Ethanol Workshop & Expo
Est. 550+ Producers
June 12-14, 2023 in Omaha, NE

*Also available online
THE FACTS
ABOUT PRINT ADVERTISING

52% RECALL A PRODUCT OR SERVICE

62% OF READERS ACT AFTER SEEING A PRINT AD

Larger ads and premium positions create stronger awareness.

Ad in magazines are more engaging and valued than ads in other media

Positivity of ads in each medium

Magazines deliver a more positive ad experience than any other medium, including digital.
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>EDITORIAL THEMES</th>
<th>AD CLOSE</th>
<th>ARTWORK</th>
<th>BONUS DISTRIBUTION</th>
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| Issue 1    | Project Development
Engineering and Construction
Project Management
Finance, Partnerships, M&A
Federal and State Incentives
Market Drivers, Supply and Demand | 12/19 | 12/26 | 2023 Clean Fuels Conference
International Biomass Conference & Expo (in all attendee bags)
SWANA SOAR
International Biomass Congress & Expo (digital distribution) |
| Issue 2    | Operations & Maintenance
Plant Optimization and Operational Efficiency
Software, Automation and Process Technology
Preventative and Corrective Maintenance
Personnel and Asset Management | 3/13 | 3/20 | International Biomass Conference & Expo (mailed to all attendees)
Value of Biogas East
Waste Expo
RNG Summit
International Fuel Ethanol Workshop & Expo
PFI Annual Conference (in all attendee bags)
ASABE Annual Meeting
European Biomass Conference & Expo (digital distribution) |
| Issue 3    | Safety & Regulatory Compliance
Fire and Explosion Protection
Dust Control and Ventilation
Gas Cleanup and Emissions Control
Permits and Certifications | 6/12 | 6/19 | RNG Works
Wood Pellet Association of Canada Conference
USIPA Exporting Pellets Conference (general session seat drop)
Wastecon
COMPOST23 |
| Issue 4    | Feedstock & Product Logistics
Feedstock Availability and Sustainability
Biomass Procurement, Processing, Sizing, Drying and Conveying
Product Transport, Shipping and Storage | 9/11 | 9/18 | 2024 International Biomass Conference & Expo (hotel drop)
RNG Conference
Value of Biogas West |
DIRECTORY ADVERTISING

2024 BIOMASS INDUSTRY DIRECTORY

directory.BiomassMagazine.com

Open For Listings 2/2023 11/29/2023

Call us to purchase display advertising
Ad Close Artwork

Display ads 11/29/2023 12/6/2023

ADVERTISING OPTIONS

PRINT + ONLINE

PURCHASE A LISTING = RECEIVE 1 PRINT & 1 ONLINE

LISTING 1 FREE + $95/additional listing
As part of our effort to ensure that the directory is as comprehensive as possible, we are offering one free listing to any organization involved in the biomass industry. Each additional listing is $95. In order to receive your free listing, visit our website at directory.BiomassMagazine.com and register online.

LOGO + LISTING $240/logo
This is a great way to increase your organization’s presence in the directory without having to largely increase the budget. A listing + logo is $240. (Listings without a logo are $95 each)

DISPLAY ADVERTISING

Sizes & Pricing on page 7

To more effectively display your products and services, you may want to consider a display advertisement. A full-color display advertisement is the best way to make your organization stand out within the directory. We also offer the option to purchase premium placement for your advertisement.

BONUS: Receive 1 year FREE medium rectangle ad on Directory.BiomassMagazine.com with the purchase of a display ad.
Size: 300 w x 250 h pixels
File Size: 40k limit
Format: JPG, GIF or Animated GIF
PRINT
RATES & SPECS

PREMIUM PLACEMENT:
+25% Inside Front Cover
+25% Inside Back Cover
+50% Back Cover (1/2 pg Horizontal Ad)

COVERWRAPS
Coverwraps 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/OUTSETS
Inserts are stitched into the magazine on 1008 stock. Call for pricing.

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
Two-Page Spread 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
Half-Page Spread 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
Full Page 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
1/2 Page H 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
1/3 Page H 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
2/3 Page V 5 w x 9.875 h 5.75 w x 11.375 h 4.75 w x 10.875 h 5.5 w x 10.375 h
1/2 Page V 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
1/3 Page V 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
1/2 Page Island 5 w x 6.875 h NA NA NA
1/3 Page Island 5 w x 5.125 h NA NA NA
Marketplace* 3.7 w x 3.23 h NA NA NA
Box Ad* 3.25 w x 3.25 h NA NA NA

RATES

Sizes 1x 3x 4x Directory Magazine Directory Map
Two-Page Spread $8,667 $7,879 $7,148 $6,154
Half-Page Spread $5,097 $4,639 $4,239 $4,104
Full Page $4,858 $4,418 $4,014 $4,014
2/3 Page $2,369 $2,002 $2,729 N/A
1/2 Page $2,601 $2,364 $2,146 $2,163
1/3 Page $1,895 $1,649 $1,494 $1,354
Marketplace* $899 $899 $899 N/A

*Depends on Regular or Premium Position

PUBLICATION INFORMATION
Publication (Trim Size): 8.5" x 10.75"
Live Area: 8" x 10.75"
Paper Stock: 70-lb. gloss-coated guts, 80-lb. gloss-coated cover
Method of Printing: Web press, 150 lpi, process color
Binding: Saddle-Stitched
Application: Publication is created in Adobe InDesign. PC files.

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

STORAGE OF ADVERTISEMENT: 24 months
Proofs: We do not supply proofs

SUBMITTING ARTWORK
Email: artwork@bbiinternational.com
Call: 866-746-8385 for assistance

REGULATIONS
Agency Discounts: Due to the affordable rates offered by Biomass Magazine, we do not offer agency discounts.
Insiss: an advertisement in issue making.
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 billings have been based.
Rate Protection: Rates are effective for all advertisers throughout the duration of the rates. 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 not insert the said advertisement when, in the publisher’s opinion, it resembles editorial material. Liability for all content of advertisements printed (including text, representations, illustrations or any sketch, map, label, trademark or other copyrighted material) 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, war, terrorism, 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. Notifications of cancellations prior to closing date should be in writing (email or fax acceptable)

Method of Distribution: U.S. Postal Service
Subscription Prices: Subscribers 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 are available online at www.BiomassMagazine.com. Please contact our subscription department for subscription assistance at (866) 746-8385 or service@bbiinternational.com

BiomassMagazine.com service@bbiinternational.com | (866) 746-8385
UPDATED 1/24/2023 8
Biomass Magazine’s 2024 U.S. Biomass Power & Waste-to-Energy Wall Map identifies proposed, under construction, idled and operational dedicated power plants—1 MW or greater—utilizing, or proposing to utilize, solid biomass fuel (wood processing and forestry residues, C&D waste, ag residues, dedicated energy crops, and municipal solid waste (MSW and biomass plants separated in listings). Biomass and waste-to-energy (WTE) plants are conveniently color coded by status for quick reference. Listings include facility name, owner, city, state, size (MW), and feedstock(s).

**BONUS:** Free 12 month online ad on www.biomassmagazine.com with the purchase of a print ad
The 2024 North American Renewable Natural Gas Map, presented by the RNG Coalition and produced by Biomass Magazine, lists all renewable natural gas (RNG) facilities that are operating or under construction in the U.S. and Canada. Details of more than 200 projects on the data-rich, color-coded map include operational status, city, state/province, feedstock, whether the project is injecting into the pipeline, and RNG end use.

**North American Renewable Natural Gas Map**

The 2024 North American Renewable Natural Gas Map, presented by the RNG Coalition and produced by Biomass Magazine, lists all renewable natural gas (RNG) facilities that are operating or under construction in the U.S. and Canada. Details of more than 200 projects on the data-rich, color-coded map include operational status, city, state/province, feedstock, whether the project is injecting into the pipeline, and RNG end use.

**DISTRIBUTION**

- All Biomass Magazine Subscribers
- Mailed to all RNG Coalition Members
- Mailed to Renewable Natural Gas Production Facilities in North America
- International Biomass Conference & Expo (in attendee bags)

**SUBMIT ARTWORK TO** artwork@bbiinternational.com

**SPECs**

Advertising Submission Format
Electronic Files: High Resolution PDF with fonts and images embedded

**ADVERTISEMENT COLORS**

CMYK format only. No spot colors. All spot colors MUST be converted to CMYK match.

**AD SIZES**

- 1 Box - 3.25” w x 3.25” h
- 2 Box - 6.675” w x 3.25” h
- 3 Box - 10.125” w x 3.25” h

**BONUS:** Free 12 month online ad on www.biomassmagazine.com with the purchase of a print ad
### ONLINE ADVERTISING

**LEADERBOARD $1,695/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, or animated GIF

**SKYSCRAPER $1,795/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, or animated GIF

**MEDIUM RECTANGLE $995/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, or animated GIF

**RECTANGLE $395/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, or animated GIF

**TAKEOVER AD $7,995/month**
- **DIMENSIONS**: 956 x 500 pixels
- **FILE SIZE**: 100k limit
- **POSITION**: Visible for 25 seconds, taking over homepage
- **AVAILABILITY**: 1 ad slot per month
- **FORMAT**: JPEG, GIF, PNG

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**ONLINE AD SCHEDULE**

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<th>Month</th>
<th>Insertion / Artwork</th>
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<tr>
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<td>March 2023</td>
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<td>October 15, 2023</td>
</tr>
<tr>
<td>December 2023</td>
<td>November 15, 2023</td>
</tr>
</tbody>
</table>

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Advertise on BiomassMagazine.com

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More than 73,600 page views/month
Totaling 884,000 page views/year

| 51,200 | Avg. Overall Users Per Month |
| 615,200 | Avg. Overall Users Per Year |
| 73,600  | Avg. Overall Page Views Per Month |
| 884,000 | Avg. Overall Page Views Per Year |
**EMAIL ADVERTISING**

**Click & See Example**

Biomass Week E-Newsletter

**LEADERBOARD-TOP**
$995/week  
DIMENSIONS 728x90 pixels  
FILE SIZE 40k limit  
FORMAT JPEG, GIF (no animated GIFs)

**MEDIUM RECTANGLE**
$895/week  
DIMENSIONS 300x250 pixels  
FILE SIZE 40k limit  
FORMAT JPEG, GIF (no animated GIFs)

**LEADERBOARD-BOTTOM**
$345/week  
DIMENSIONS 728x90 pixels  
FILE SIZE 40k limit  
FORMAT JPEG, GIF (no animated GIFs)

52,000 Subscribers  
8.49% Open Average  
1.5% CTR Average  
Stats Collected January 1-December 31, 2021

Advertise on Biomass Week E-Newsletter
GAIN MAXIMUM EXPOSURE & CONTACT INFO

Sponsor logo is featured on:
- Website
- All emails and marketing materials
- Webinar page on BiomassMagazine.com
- OnDemand material
- Attendee Information

In this era of digital marketing, creating an integrated approach is more important than ever. Biomass Magazine webinars allow you to maximize your advertising impact, while gaining access to hundreds of contacts focused on your niche market.

DIAMOND WEBINAR PACKAGE
(1 per webinar)
Includes:
- All registrant contact data, including emails (estimate 150-200 registrants)
- Contact information will include attendee interest ranking and time on webinar
- Reserved speaking opportunity on the webinar
- Top placement of logo with URL on all webinar marketing emails (150,000+)
- Top placement of logo with URL on magazine website
- Logo displayed on webinar presentation
- Two-minute commercial at the beginning of the webinar (slide size 16:9 or 16”x9”)
- Dedicated slide on webinar promoting company
- Webinar becomes free to attendees (more registrants)
- Ongoing leads generated from OnDemand

GOLD WEBINAR PACKAGE
(2 per webinar)
Includes:
- Logo with URL on all webinar marketing emails (150,000+)
- Logo with URL on website (up to 73,000 impressions each month)
- Logo displayed on webinar presentation
- 30-second commercial during the webinar (slide size 16:9 or 16”x9”)
- Dedicated slide on webinar promoting company
INTERVIEW WITH YOUR COMPANY $1,495/podcast
SPONSOR A PODCAST $495 (includes 15 second script read twice during the podcast)

Benefits include

Reach:
- Dedicated email sent promoting the podcast (72,000+)
- Included on the weekly or bi-weekly e-newsletter (52,000+)
- Sent on all social media channels (26,000+ impressions)
- Posted on YouTube
- Posted on our podcast page on magazine website

Engagement:
- 1,366 YouTube Impressions
- 226 Views
- 190 Unique Views
- 24 Hours Viewed

Metrics above from 30-days. Average per podcast.

Customize and sponsor your own podcast with Biomass Magazine’s Podcast Series

Contact Us for Upcoming Podcast Topics or Create Your Own Topic.
Contact us today for more information | service@bbiinternational.com | 866-746-8385
CUSTOM CONTENT ADVERTISING

Showcase your product or service
Send a press release to our news list

PRESS RELEASE SENT TO EMAIL LIST
$1,195*
Includes:
• Personal press release sent to Biomass
  Magazine’s industry news email list (72,000+)
• Two photos and/or logo
• Contact information
• Section about your company at bottom
* Press release must be 300 to 400 words in length

CUSTOM WRITTEN PRESS RELEASE
$1,999*
Includes:
• Team of professional writers will create a press
  release about your product or service
• Personal press release sent to Biomass
  Magazine’s industry news email list (72,000+)
• Two photos and/or logo
• Contact information
• Section about your company at bottom
* Press release must be 300 to 400 words in length

SPOTLIGHT FEATURE
Limited Availability
Only $3,795
Products & Services Spotlight Feature

As a Spotlight Feature You Will Receive the Following:
• A custom story containing information about your company
• The Spotlight article mailed to 7,000 readers
• Print article posted on BiomassMagazine.com and distributed via our social media suite with ability to
  track views
• Your company’s contact information sent to 72,000+ biomass email subscribers, promoting the
  Products and Services Spotlight article, including a URL linking to your website
• A custom reprint of the article sent to you in a digital format, which you can use for promotional purposes

Book an Ad Now and Tell Your Story in a of the Products and Services Spotlight
Spotlight articles feature information about or insight from select companies that provide equipment, products and services to the biomass industry.

CUSTOM DESIGNED REPRINT
Just $699

Were you featured in Biomass Magazine?
Showcase your article and expertise to potential customers!

Includes:
• Magazine masthead
• Featured article
• Contact info inserted after article
• Delivered to you in a digital PDF format

Ways to utilize your reprint:
• Mail to potential customers (direct mail piece)
• Frame the article and showcase in your company’s lobby or office
• Post PDF on your website
• Send PDF to all potential customers via emails
• Use as tradeshow handouts at conferences
• Add credibility for potential investors

CUSTOM WRITTEN PRESS RELEASE
$1,999*
Includes:
• Team of professional writers will create a press
  release about your product or service
• Personal press release sent to Biomass
  Magazine’s industry news email list (72,000+)
• Two photos and/or logo
• Contact information
• Section about your company at bottom
* Press release must be 300 to 400 words in length

PRESS RELEASE SENT TO EMAIL LIST
$1,195*
Includes:
• Personal press release sent to Biomass
  Magazine’s industry news email list (72,000+)
• Two photos and/or logo
• Contact information
• Section about your company at bottom
* Press release must be 300 to 400 words in length

CUSTOM WRITTEN PRESS RELEASE
$1,999*
Includes:
• Team of professional writers will create a press
  release about your product or service
• Personal press release sent to Biomass
  Magazine’s industry news email list (72,000+)
• Two photos and/or logo
• Contact information
• Section about your company at bottom
* Press release must be 300 to 400 words in length

SPOTLIGHT FEATURE
Limited Availability
Only $3,795
Products & Services Spotlight Feature

As a Spotlight Feature You Will Receive the Following:
• A custom story containing information about your company
• The Spotlight article mailed to 7,000 readers
• Print article posted on BiomassMagazine.com and distributed via our social media suite with ability to
  track views
• Your company’s contact information sent to 72,000+ biomass email subscribers, promoting the
  Products and Services Spotlight article, including a URL linking to your website
• A custom reprint of the article sent to you in a digital format, which you can use for promotional purposes

Book an Ad Now and Tell Your Story in a of the Products and Services Spotlight
Spotlight articles feature information about or insight from select companies that provide equipment, products and services to the biomass industry.
DIGITAL PRESS PACKAGE
Package rate is $2,195
(a $2,500 value)
Click Rates and/or Reports Delivered for Each Medium

PRESS RELEASE
Press release sent to 72,000 subscribers
Posting press release to national press wire

ONLINE ADVERTISING
Medium Rectangle Ad
2 on home page, 2 inside articles.
ROS with max of 10 advertisers.

SOCIAL MEDIA
Press Release Package
Posting of a Press Release to three of our social media platforms