WE ARE BIOMASS
Reporting Biomass Business
FOR 16 YEARS

Credit: Air Burners Inc.
WHO WE ARE

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 over 900 attendees and 160 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

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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

BIOMASS MAGAZINE IS THE #1 SOURCE OF INFORMATION FOR AND ABOUT BIOMASS PRODUCERS AND INDUSTRY PROS.
**WHO WE REACH**  
*Biomass Magazine* is all about reader engagement. Its undeniable credibility is derived from superior industry journalism.

<table>
<thead>
<tr>
<th>ONLINE &amp; SOCIAL</th>
<th>PRINT</th>
<th>EVENTS / WEBINARS</th>
<th>NEWSLETTERS</th>
<th>DIRECTORY &amp; MAPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>839K+ Global Page Views/Yr</td>
<td>7K+ Readers</td>
<td>10+ Events/Webinars</td>
<td>53K+ Newsletter Subscribers</td>
<td>7,000+ Readers</td>
</tr>
<tr>
<td>111K+ U.S. Visitors</td>
<td>16K+ Digital Audience</td>
<td>150K+ Global Reach</td>
<td>52 Issues Per Year</td>
<td>4,800+ Digital Audience</td>
</tr>
<tr>
<td>27K+ Social Footprint</td>
<td>#1 For Readers, Producers, &amp; Industry Pros</td>
<td>150+ Attendees Per Webinar</td>
<td>27K+ Social Footprint</td>
<td>#1 For Readers, Producers, &amp; Industry Pros</td>
</tr>
<tr>
<td>150+ Listeners Per Podcast</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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)

7K+ circulation
Biomass Industry Directory*
Printed yearly (1x)

ONLINE
839K+ page views/yr
BiomassMagazine.com
Month Duration (12x)

53K+ subscribers
Biomass Week E-Newsletter
Distributed Weekly (52x)

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

71K+ subscribers
Digital Press Package
Click rates/reports for each medium

CUSTOM
71K+ subscribers
Spotlight Feature*
Featured in Biomass Magazine

71K+ subscribers
Custom Press Release
Custom, Unlimited

5K+ subscribers
Custom Reprint
Custom, Unlimited

RENEWABLE ENERGY OPTIONS

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

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

5K+ circulation
Carbon Capture Magazine*
Printed bi-annually (2x)

5K+ circulation
Pellet Mill Magazine*
Printed quarterly (4x)

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

EVENT
400+ attendees
North American SAF Conference & Expo
August 29-30, 2023 in Minneapolis, MN

EVENT
300+ attendees
National Carbon Capture Conference & Expo
November 7-8, 2023 in Des Moines, IA

EVENT
2,000+ attendees
North American SAF Conference & Expo
August 29-30, 2023 in Minneapolis, MN

EVENT
2,000+ attendees
Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel
Est. 600+ Producers
June 10-12, 2024 in Minneapolis, MN

EVENT
2,000+ attendees
Int’l Fuel Ethanol Workshop & Expo
Est. 600+ Producers
June 10-12, 2024 in Minneapolis, MN

*Also available online
Larger ads and premium positions create stronger awareness.

THE FACTS
ABOUT PRINT ADVERTISING

52% RECALL A PRODUCT OR SERVICE

62% OF READERS ACT AFTER SEEING A PRINT AD

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

<table>
<thead>
<tr>
<th>Ads in each medium</th>
<th>Magazine media</th>
<th>Out-of-Above</th>
<th>Digital</th>
<th>TV</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positivity</td>
<td>67%</td>
<td>63%</td>
<td>63%</td>
<td>62%</td>
<td>59%</td>
</tr>
</tbody>
</table>

Positivity: %Top-Tail/Bins in experience valence, measured on a 5-point scale. "How positive did this experience make you feel?" from very negative to very positive. Source: M3 Experience Studies of 16 brands in the electronics, CPG, automotive, and exercise categories, 2017-2019. Participants record experiences with brands in real-time for 7 days. Total sample size across studies: 32,140. Samples are weighted to Nat Rep. 18+. All categories are represented equally.

Magazines deliver a more positive ad experience than any other medium, including digital

<table>
<thead>
<tr>
<th>Index</th>
<th>Magazine media</th>
<th>Websites</th>
<th>Ad-supported TV networks</th>
</tr>
</thead>
<tbody>
<tr>
<td>pay attention to or notice ads</td>
<td>144</td>
<td>88</td>
<td>92</td>
</tr>
<tr>
<td>ads fit well with the content</td>
<td>138</td>
<td>94</td>
<td>84</td>
</tr>
<tr>
<td>products/services advertised are high quality</td>
<td>135</td>
<td>90</td>
<td>87</td>
</tr>
<tr>
<td>has ads about things I care about</td>
<td>135</td>
<td>96</td>
<td>88</td>
</tr>
<tr>
<td>get valuable info from the ads</td>
<td>133</td>
<td>100</td>
<td>89</td>
</tr>
<tr>
<td>ads help make purchase decisions</td>
<td>128</td>
<td>100</td>
<td>88</td>
</tr>
<tr>
<td>more likely to buy products in ads</td>
<td>124</td>
<td>96</td>
<td>84</td>
</tr>
</tbody>
</table>

Note: Data for each medium based on break of agreement with above statements for a set of vehicles in each medium.
Below: Percentage of adults who used a set of vehicles in each medium vs. percentage of adults who used any of these magazine media, websites, and TV vehicles.
<table>
<thead>
<tr>
<th>ISSUE DATE</th>
<th>EDITORIAL THEMES</th>
<th>AD CLOSE</th>
<th>ARTWORK</th>
<th>BONUS DISTRIBUTION</th>
</tr>
</thead>
</table>
| Issue 1    | Project Development  
Engineering and Construction  
Project Management  
Finance, Partnerships, M&A  
Federal and State Incentives  
Market Drivers, Supply and Demand | 12/18/23 | 12/26/23 | 2024 Clean Fuels Conference  
International Biomass Conference & Expo (in all attendee bags)  
SWANA SOAR  
International Biomass Congress & Expo (digital distribution)  
COMPOST24 |
| Issue 2    | Operations & Maintenance  
Plant Optimization and Operational Efficiency  
Software, Automation and Process Technology  
Preventative and Corrective Maintenance  
Personnel and Asset Management | 3/18/24 | 3/25/24 | 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 | 6/17/24 | 6/24/24 | RNG Works  
Wood Pellet Association of Canada Conference  
USIPA Exporting Pellets Conference (general session seat drop)  
Wastecon  
North American SAF Conference & Expo |
| Issue 4    | Feedstock & Product Logistics  
Feedstock Availability and Sustainability  
Biomass Procurement, Processing, Sizing, Drying and Conveying  
Product Transport, Shipping and Storage Byproducts and Coproducts | 9/9/24 | 9/16/24 | RNG Conference  
Value of Biogas West  
National Carbon Capture Conference & Expo  
2025 International Biomass Conference & Expo (hotel drop) |
2025 BIOMASS INDUSTRY DIRECTORY

directory.BiomassMagazine.com

Open For Listings 2/2024 12/4/2024

Call us to purchase display advertising

Display ads 12/4/2024 12/11/2024

ADVERTISING OPTIONS

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

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

Bonus: Medium Rectangle Online Ad
**PRINT RATES & SPECS**

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

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

**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 100# stock. Call for pricing.

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**SIZES**

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

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Non-Bleed Ad</th>
<th>Bleed Ad</th>
<th>Trim Size</th>
<th>Live Area/Bleed Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>16 w x 9.875 h</td>
<td>17.5 w x 11.375 h</td>
<td>17 w x 10.875 h</td>
<td>16.5 w x 10.375 h</td>
</tr>
<tr>
<td>Half-Page Spread</td>
<td>16 w x 4.625 h</td>
<td>17 w x 5.575 h</td>
<td>17 w x 5.125 h</td>
<td>16.5 w x 4.625 h</td>
</tr>
<tr>
<td>Full Page</td>
<td>7.5 w x 9.875 h</td>
<td>9 w x 11.375 h</td>
<td>8.5 w x 10.875 h</td>
<td>8 w x 10.375 h</td>
</tr>
<tr>
<td>1/2 Page H</td>
<td>7.5 w x 4.625 h</td>
<td>9 w x 5.375 h</td>
<td>8.5 w x 5.125 h</td>
<td>8 w x 4.625 h</td>
</tr>
<tr>
<td>1/3 Page H</td>
<td>7.5 w x 3.75 h</td>
<td>9 w x 4.125 h</td>
<td>8.5 w x 4.125 h</td>
<td>8 w x 3.625 h</td>
</tr>
<tr>
<td>2/3 Page V</td>
<td>5 w x 9.875 h</td>
<td>5.75 w x 11.375 h</td>
<td>5.5 w x 10.875 h</td>
<td>5.375 w x 10.375 h</td>
</tr>
<tr>
<td>1/2 Page V</td>
<td>3.75 w x 9.875 h</td>
<td>4.5 w x 11.375 h</td>
<td>4.25 w x 10.875 h</td>
<td>4 w x 10.375 h</td>
</tr>
<tr>
<td>1/3 Page V</td>
<td>2.5 w x 9.875 h</td>
<td>3.25 w x 11.375 h</td>
<td>3 w x 10.875 h</td>
<td>2.75 w x 10.375 h</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>5 w x 6.875 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1/3 Page Island</td>
<td>5 w x 5.125 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Marketplace*</td>
<td>3.7 w x 3.23 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Box Ad*</td>
<td>3.25 w x 3.23 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

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**RATES**

<table>
<thead>
<tr>
<th>Sizes</th>
<th>1x</th>
<th>3x</th>
<th>4x</th>
<th>Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread</td>
<td>$6,867</td>
<td>$7,879</td>
<td>$7,148</td>
<td>$6,154</td>
</tr>
<tr>
<td>Half-Page Spread</td>
<td>$6,097</td>
<td>$4,639</td>
<td>$4,239</td>
<td>$4,104</td>
</tr>
<tr>
<td>Full Page</td>
<td>$4,858</td>
<td>$4,418</td>
<td>$4,014</td>
<td>$4,014</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,369</td>
<td>$3,002</td>
<td>$2,729</td>
<td>N/A</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$2,601</td>
<td>$2,364</td>
<td>$2,146</td>
<td>$2,163</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$1,895</td>
<td>$1,649</td>
<td>$1,494</td>
<td>$1,354</td>
</tr>
<tr>
<td>Marketplace</td>
<td>$889</td>
<td>$889</td>
<td>$889</td>
<td>N/A</td>
</tr>
</tbody>
</table>

*Depends on Regular or Premium Position

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**PUBLICATION INFORMATION**

Publication (Trim Size): 8.5" x 10.875"

**PRINT**

- Paper Stock: 70# gloss-coated guts, 80# gloss-coated cover
- Method of Printing: Web press, 150 lpi, process color
- Binding: saddle-stitch

**APPLICATIONS**

- Publication is created in Adobe InDesign.
- PC files.
- Storage of Advertisement: 24 months
- Proof/documentation: We do not supply proofs
- Binder Specifications:
  - Manual: 150# wove, 60# mylar
  - Perfect: 100# wove, 60# mylar
  - Hardcover: 100# wove, 60# mylar

**APPLICATIONS**

- Applications: Publication is created in Adobe InDesign. PC files.
- Storage of Advertisement: 24 months
- Proof/documentation: We do not supply proofs
- Binder Specifications:
  - Manual: 150# wove, 60# mylar
  - Perfect: 100# wove, 60# mylar
  - Hardcover: 100# wove, 60# mylar

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**REGULATIONS**

Agency Discounts: Due to the affordable rates offered by BiomassMagazine, we do not offer agency discounts.

Inspection: Inspected at time of issue making.

Short Rates/Revisions: 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 term 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 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 the 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 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, 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, or any property Biomass Magazine is not responsible for quality of re- production 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-Periodical

**SUBMISSIONS**

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

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**FILING**

- Invoices: Rendered at time of issue mailing.
- **DEADLINES**:
  - All artwork is due at least 12 months in advance of print run. Call for applicable production fees

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**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.
Biomass Magazine’s 2025 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).

**SEN TO 7,000+ PRODUCERS & BIOFUELS PROFESSIONALS**

**BIOMASS POWER & WASTE-TO-ENERGY PLANT MAP**

<table>
<thead>
<tr>
<th>Ad Close</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>2025 Map</td>
<td>8/28/2024 9/4/2024</td>
</tr>
</tbody>
</table>

**PRICES**

<table>
<thead>
<tr>
<th>Ad Options</th>
<th>Price</th>
<th>Qty</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Square</td>
<td>$2,650</td>
<td>___</td>
<td>$____</td>
</tr>
<tr>
<td>Standard Square</td>
<td>$2,145</td>
<td>___</td>
<td>$____</td>
</tr>
</tbody>
</table>

**Advertising Total** $____

**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
The 2025 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.

**SEN TO 7,000+ INCLUDING PRODUCERS & RNG PROFESSIONALS**

**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)

Mailed with the 2025 Issue 1 of *Biomass Magazine*.

**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

**ONLINE AD SCHEDULE**

<table>
<thead>
<tr>
<th>Month</th>
<th>Insertion/Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2024</td>
<td>January 15, 2023</td>
</tr>
<tr>
<td>February 2024</td>
<td>January 15, 2024</td>
</tr>
<tr>
<td>March 2024</td>
<td>February 15, 2024</td>
</tr>
<tr>
<td>April 2024</td>
<td>March 15, 2024</td>
</tr>
<tr>
<td>May 2024</td>
<td>April 15, 2024</td>
</tr>
<tr>
<td>June 2024</td>
<td>May 15, 2024</td>
</tr>
<tr>
<td>July 2024</td>
<td>June 14, 2024</td>
</tr>
<tr>
<td>August 2024</td>
<td>July 15, 2024</td>
</tr>
<tr>
<td>September 2024</td>
<td>August 15, 2024</td>
</tr>
<tr>
<td>October 2024</td>
<td>September 16, 2024</td>
</tr>
<tr>
<td>November 2024</td>
<td>October 15, 2024</td>
</tr>
<tr>
<td>December 2024</td>
<td>November 15, 2024</td>
</tr>
</tbody>
</table>

More than 69,900 page views/month  
Totaling 839,000 page views/year

40,500  
Avg. Overall Users Per Month

486,000  
Avg. Overall Users Per Year

69,900  
Avg. Overall Page Views Per Month

839,000  
Avg. Overall Page Views Per Year

Advertise on BiomassMagazine.com
### Biomass Week E-Newsletter

Distributed every Wednesday
Artwork due one week prior to scheduled newsletter.

<table>
<thead>
<tr>
<th>Size</th>
<th>Subscribers</th>
<th>Open Average</th>
<th>CTR Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard-Top</td>
<td>53,000</td>
<td>10.68%</td>
<td>2.57%</td>
</tr>
</tbody>
</table>

Stats Collected January 1-December 31, 2022

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### Email Advertising

**Click & See Example**

Biomass Week E-Newsletter

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Leaderboard-Top</th>
<th>Leaderboard-Bottom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost/Week</td>
<td>$995</td>
<td>$345</td>
</tr>
<tr>
<td>Dimensions</td>
<td>728x90 pixels</td>
<td>728x90 pixels</td>
</tr>
<tr>
<td>File Size</td>
<td>40k limit</td>
<td>40k limit</td>
</tr>
<tr>
<td>Format</td>
<td>JPEG, GIF (no animated GIFs)</td>
<td>JPEG, GIF (no animated GIFs)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Medium Rectangle</th>
<th>Leaderboard-Top</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost/Week</td>
<td>$895</td>
<td>$995</td>
</tr>
<tr>
<td>Dimensions</td>
<td>300x250 pixels</td>
<td>728x90 pixels</td>
</tr>
<tr>
<td>File Size</td>
<td>40k limit</td>
<td>40k limit</td>
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<tr>
<td>Format</td>
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<td>JPEG, GIF (no animated GIFs)</td>
</tr>
</tbody>
</table>
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 70,000 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

Customize and sponsor your own webinar with Biomass Magazine’s Webinar Series

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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 (84,000+)
- Included on the weekly or bi-weekly e-newsletter (71,000+)
- Sent on all social media channels (27,000+ 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.

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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 SENT TO EMAIL LIST
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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

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• Post PDF on your website
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• Use as tradeshow handouts at conferences
• Add credibility for potential investors

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• 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

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**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