

# EDITORIAL CALENDAR

## PELLET MILL MAGAZINE

ISSUE DATE	EDITORIAL THEMES	AD CLOSE	ARTWORK	BONUS DISTRIBUTION
<b>Issue 1</b>	<b>Feedstock &amp; Product Management</b> <ul style="list-style-type: none"> <li>• Fiber Procurement, Handling, Preparation and Processing</li> <li>• Product Quality Control, Storage and Transport</li> <li>• BBQ Pellets and Other Coproducts</li> </ul>	1/23	1/30	International Biomass Conference & Expo (in all attendee bags) SWANA SOAR International Biomass Congress & Expo
<b>Issue 2</b>	<b>Fire &amp; Explosion Protection</b> <ul style="list-style-type: none"> <li>• Hazard Identification and Protection Strategies</li> <li>• Hotspot and Spark Detection</li> <li>• Venting, Suppression and Isolation</li> <li>• Safety and Regulatory Compliance</li> <li>• Employee Training and Awareness</li> </ul>	4/10	4/17	International Biomass Conference & Expo (mailed to all attendees) Argus Biomass (digital distribution) Waste Expo International Fuel Ethanol Workshop & Expo PFI Annual Conference (in all attendee bags) ASABE Annual Meeting
<b>Issue 3</b>	<b>Operations &amp; Maintenance</b> <ul style="list-style-type: none"> <li>• Plant Efficiencies and Optimization</li> <li>• Emissions Control</li> <li>• Predictive and Reactive Maintenance</li> <li>• Technological Advancements</li> <li>• Bottom Line &amp; Budget Management</li> </ul>	7/10	7/17	USIPA Exporting Pellets Conference (general session seat drop) Wood Pellet Association of Canada Conference Wastecon
<b>Issue 4</b>	<b>Project Development &amp; Global Markets</b> <ul style="list-style-type: none"> <li>• Plant Construction and Expansion</li> <li>• Mergers and Acquisitions</li> <li>• Market Supply/Demand, Drivers and Challenges</li> </ul>	10/9	10/16	International Biomass Conference & Expo (hotel room drop)

*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** (1/2 pg Horizontal Ad)

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.



## INSERTS/OUTSERTS

Inserts are stitched into the magazine on 100# stock.  
Call for pricing.



## BELLYBANDS

Bellybands wrap around the outside of the magazine. Prices vary by issue.  
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	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>	3.7 w x 3.23 h	NA	NA	NA	✓	
<b>Box Ad*</b>	3.25 w x 3.25 h	NA	NA	NA		✓

## RATES

Sizes	1x	3x	4x
<b>Two-Page Spread</b>	\$6,999	\$6,097	\$5,145
<b>Half-Page Spread</b>	\$3,981	\$3,460	\$2,941
<b>Full Page</b>	\$3,810	\$3,311	\$2,790
<b>2/3 Page</b>	\$2,615	\$2,275	\$1,935
<b>1/2 Page</b>	\$2,045	\$1,777	\$1,509
<b>1/3 Page</b>	\$1,427	\$1,241	\$1,056
<b>Marketplace</b>	\$899	\$899	\$899

\*Depends on Regular or Premium Position

## 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).  
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