EDITORIAL SCOPE

Pellet Mill Magazine is the No. 1 source for wood pellet 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. Pellet Mill 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 pellet industry looks to for support. They cover finance, policy, regulations, equipment innovations, export markets, operational efficiency, staffing and more. Meanwhile, the www.biomassmagazine.com website delivers the breaking and spot news our readers want to digest daily. It’s all sent out in the newsletter the first and third Tuesday of each month.

Readers also can stay on top of the layout of their industry, using the annual U.S. & Canada Fuel Pellet Production Map. Through incredible effort by our team, we possess the most up-to-date, accurate information on pellet 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 850+ attendees and 140 trade show vendors, it’s the industry’s largest event. Informational webinars and the biomass industry directory round out the pellet industry coverage provided by Pellet Mill Magazine. We don’t miss a thing.

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MARKETING & ADVERTISING MANAGER Marla DeFoe mdefoe@bbiinternational.com
SOCIAL MEDIA & MARKETING Danielle Piekarski dpiekarski@bbiinternational.com

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

**ONLINE & SOCIAL**

- **839K+**
  - Global Page Views/Yr
- **111K+**
  - U.S. Visitors
- **27K+**
  - Social Footprint

**PRINT**

- **5,000+**
  - Readers
- **3K+**
  - Digital Audience
- **#1**
  - For Readers, Producers, & Industry Pros

**EVENTS / WEBINARS**

- **10+**
  - Events/Webinars
- **150K+**
  - Global Reach
- **150+**
  - Attendees Per Webinar
- **150+**
  - Listeners Per Podcast

**NEWSLETTERS**

- **36K+**
  - Newsletter Subscribers
- **24**
  - Issues Per Year
- **27K+**
  - Social Footprint

**DIRECTORY & MAPS**

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

**TOP 5 INDUSTRIES**

- EQUIPMENT & SERVICES
- CONSULTING
- TECHNOLOGY/ENGINEERING
- PELLET PRODUCERS
- ACADEMIA

**SUBSCRIPTIONS**

*Pellet Mill 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.
PELLET MILL MAGAZINE
ADVERTISING OPPORTUNITIES

**PRINT**
- **5K+ circulation**
  - Pellet Mill Magazine*
    - Printed quarterly (4x)
  - Pellet Mill Map
    - Printed yearly (1x)

**ONLINE**
- **839K+ page views/yr**
  - BiomassMagazine.com
    - Month Duration (12x)
- **36K+ subscribers**
  - Pellet Mill Press
    - E-Newsletter
      - Distributed Bi-Monthly (24x)

**CUSTOM**
- **71K+ subscribers**
  - Digital Press Package
    - Click rates/reports for each medium
  - Spotlight Feature*
    - Featured in Pellet Mill Magazine
  - Custom Press Release
    - Custom, Unlimited
  - Custom Reprint
    - Custom, Unlimited

**EVENTS + WEBINARS**
- **150-200 attendees**
  - Biomass Magazine’s Webinar Series
    - Custom, Unlimited
- **900+ attendees**
  - Int’l Biomass Conference & Expo
    - Est. 250+ Producers
      - March 4-6, 2024 in Richmond, VA

**RENEWABLE ENERGY OPTIONS**

**PRINT**
- **5K+ circulation**
  - Ethanol Producer Magazine*
    - Printed monthly (12x)
  - Biodiesel Magazine*
    - Printed bi-annually (2x)
  - Biomass Magazine*
    - Printed bi-monthly (4x)
  - Carbon Capture Magazine*
    - Printed bi-annually (2x)
  - SAF Magazine*
    - Printed bi-annually (2x)

**EVENT**
- **400+ attendees**
  - North American SAF Conference & Expo
    - August 29-30, 2023 in Minneapolis, MN
- **400+ attendees**
  - National Carbon Capture Conference & Expo
    - November 7-8, 2023 in Des Moines, IA
- **2,000+ attendees**
  - Biodiesel Summit: Sustainable Aviation Fuel & Renewable Diesel
    - Est. 600+ Producers
      - June 10-12, 2024 in Minneapolis, MN
- **2,000+ attendees**
  - Int’l Fuel Ethanol Workshop & Expo
    - Est. 600+ Producers
      - June 10-12, 2024 in Minneapolis, MN

*Also available online
THE FACTS ABOUT PRINT ADVERTISING

Larger ads and premium positions create stronger awareness.

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

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

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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Issue 1</strong></td>
<td>Feedstock &amp; Product Management</td>
<td>1/22</td>
<td>1/29</td>
<td>International Biomass Conference &amp; Expo (in all attendee bags) SWANA SOAR International Biomass Congress &amp; Expo</td>
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<tr>
<td></td>
<td>• Fiber Procurement, Handling, Preparation and Processing</td>
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<td></td>
<td>• Product Quality Control, Storage and Transport</td>
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<td></td>
<td>• BBQ Pellets and Other Coproducts</td>
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<tr>
<td><strong>Issue 2</strong></td>
<td>Fire &amp; Explosion Protection</td>
<td>4/22</td>
<td>4/29</td>
<td>International Biomass Conference &amp; Expo (mailed to all attendees) Argus Biomass (digital distribution) International Fuel Ethanol Workshop &amp; Expo PFI Annual Conference (in all attendee bags) ASABE Annual Meeting</td>
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<tr>
<td></td>
<td>• Hazard Identification and Protection Strategies</td>
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<td></td>
<td>• Hotspot and Spark Detection</td>
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<td>• Venting, Suppression and Isolation</td>
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<td></td>
<td>• Safety and Regulatory Compliance</td>
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<td></td>
<td>• Employee Training and Awareness</td>
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</tr>
<tr>
<td><strong>Issue 3</strong></td>
<td>Operations &amp; Maintenance</td>
<td>7/22</td>
<td>7/29</td>
<td>USIPA Exporting Pellets Conference (general session seat drop) Wood Pellet Association of Canada Conference Wastecon</td>
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<tr>
<td></td>
<td>• Plant Efficiencies and Optimization</td>
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<td></td>
<td>• Emissions Control and Carbon Reduction Strategies</td>
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<td>• Predictive and Reactive Maintenance</td>
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<td></td>
<td>• Technological Advancements</td>
<td></td>
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<tr>
<td></td>
<td>• Bottom Line &amp; Budget Management</td>
<td></td>
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</tr>
<tr>
<td><strong>Issue 4</strong></td>
<td>Project Development &amp; Global Markets</td>
<td>9/30</td>
<td>10/7</td>
<td>International Biomass Conference &amp; Expo (hotel room drop)</td>
</tr>
<tr>
<td></td>
<td>• Plant Design/Engineering, Construction and Expansion</td>
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<td></td>
<td>• Mergers and Acquisitions</td>
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<tr>
<td></td>
<td>• Market Supply/Demand, Drivers and Challenges</td>
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</tr>
</tbody>
</table>
## SIZES

*Sizes 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>
<th>Magazine</th>
<th>Map</th>
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<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>
<td>✔</td>
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<tr>
<td>Half-Page Spread</td>
<td>16 w x 4.625 h</td>
<td>17 w x 5.375 h</td>
<td>17 w x 5.125 h</td>
<td>16.5 w x 4.875 h</td>
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<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>
<td>✔</td>
<td>✔</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 4.875 h</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>1/3 Page V</td>
<td>7.5 w x 3.375 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>
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<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>4.75 w x 10.375 h</td>
<td>✔</td>
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</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>3.5 w x 10.375 h</td>
<td>✔</td>
<td></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>2.25 w x 10.375 h</td>
<td>✔</td>
<td></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>
<td>✔</td>
<td></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>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Marketplace*</td>
<td>3.7 w x 3.23 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Box Ad*</td>
<td>3.25 w x 3.25 h</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

## ARTWORK SPECS

- **Color:** CMYK, process colors only. **NO SPOT COLORS.**
- **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 ¼" 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. **Color profiles:** Once PDF is created, please check the bleed – see “Sizes” for BLEED specifications. **Trapping:** Save files without trapping preferences. **Color Profiles:** Whenever possible – do not embed or include color profiles.

## CREATING ARTWORK

TVR 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.
Pellet Mill Magazine’s 2024 U.S. & Canada Fuel Pellet Production Map identifies dedicated pellet producers in the U.S. and Canada. All facilities are conveniently color coded (by status) for quick reference. Listings include Facility Name; City; State; Capacity and Feedstock(s).

**2024 PELLET PRODUCER PLANT MAP**

- **Ad Close:** 10/23/2023
- **Artwork:** 10/30/2023

**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>
<tr>
<td>Advertising Total</td>
<td></td>
<td></td>
<td>$____</td>
</tr>
</tbody>
</table>

**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 950 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

Advertise on BiomassMagazine.com

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

ONLINE AD SCHEDULE

<table>
<thead>
<tr>
<th>Month</th>
<th>Insertion / Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 2024</td>
<td>December 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>
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<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>
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<tr>
<td>July 2024</td>
<td>June 14, 2024</td>
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<tr>
<td>August 2024</td>
<td>July 14, 2024</td>
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<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>
PELLET MILL PRESS SCHEDULE
Distributed first and third Tuesday of each month.
Artwork due one week prior to scheduled newsletter.

36,000 Subscribers
10.6% Open Average
2.37% CTR Average
Stats Collected January 1-December 31, 2022

Advertise on Pellet Mill Press E-Newsletter
WEBINAR SPONSOR

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 (moreregistrants)
• 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
PODCAST SPONSOR

INTERVIEW WITH YOUR COMPANY $1,195/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-day 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 Pellet Mill 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
$1,999*
Includes:
• Team of professional writers will create a press release about your product or service
• Personal press release sent to Pellet Mill 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 DESIGNED REPRINT
Just $699
Were you featured in Pellet Mill 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

SPOTLIGHT FEATURE
Only $3,795
Products & Services Spotlight Feature
LIMITED AVAILABILITY

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 the Products and Services Spotlight Section
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