

· RAISE YOUR PROFILE ·

2020

**SPONSORSHIP  
& ADVERTISING  
GUIDE**



# YOUR TARGET MARKET, OUR LOYAL MEMBERS.



The people who attend ACE events and read Ethanol Today are engaged and informed. They recognize a trustworthy brand when they see one. They reward industry participation and support.

Elevating your brand by sponsoring and advertising with ACE allows your company to leverage our well-woven web of print, electronic, and social media. A variety of platforms will deliver your company imagery and message directly to your target audience.

## WASHINGTON, D.C. FLY-IN

**Dates TBD**

*Washington, D.C.*

This D.C. lobbying event draws industry leaders of the highest caliber. Nearly 80 plant owners, managers, employees, corn growers, fuel retailers, ethanol industry suppliers, and others rally together for this two-day event on Capitol Hill, taking hundreds of meetings with members of Congress and sessions with key Administration officials.

[www.ethanol.org/events/fly-in](http://www.ethanol.org/events/fly-in)

## ACE CONFERENCE

**AUGUST 12-14, 2020**

*Minneapolis, MN*

The ACE Conference is a must-attend event for industry leadership. Relaying timely updates on public policy, market development, board of director training, and much more, this event combines the detail of high-level training courses with all the fun of a family reunion.

[www.ethanol.org/events/conference](http://www.ethanol.org/events/conference)

**DEVELOP BRAND RECOGNITION**

**INCREASE PRODUCT VISIBILITY**

**BUILD LOYALTY**

**TAP NEW MARKETS**

**BE VIEWED AS AN INDUSTRY LEADER**

**TAKE ADVANTAGE OF AFFORDABLE,  
STRATEGIC MARKETING  
OPPORTUNITIES**

**GET YOUR MESSAGE IN FRONT OF  
ETHANOL PLANT DECISION-  
MAKERS AT ALL LEVELS**

"The ACE Conference draws a lot of board members and CEOs of ethanol plants and offers great networking opportunities. The smaller size of the conference lends itself to the development of business relationships across the industry."

**- Pam Miller, Siouxland Ethanol, LLC Board Chair and  
Director of Investor and Industry Relations**

"The ACE Conference was informative on topics key to our industry with speakers who are actually doing things to create opportunities in our industry."

**- Rob Davis, Board Chairman at ACE member ethanol  
plant, Cardinal Ethanol**

# MAXIMUM REACH. MINIMUM EXPENSE.

## SPONSOR + ADVERTISE = SAVE

Sponsor one event	Price listed
Sponsor two events	10% discount on both sponsorships
Advertise in Ethanol Today	Prices listed
Sponsor AND advertise in Ethanol Today	10% discount on ads and sponsorship

## FLY-IN SPONSORSHIPS

Breakfast (2 available)	\$3,500
Lunch	\$5,000
Capitol Hill Reception	\$8,000
Coffee Break	\$2,500
Pens/Notepads	\$5,000
WIFI	\$5,000
Media Underwriter	\$5,000
Supporting Sponsor	\$2,500

Contact Chuck Beck at [cbeck@ethanol.org](mailto:cbeck@ethanol.org) or 605-334-3381 with questions or to reserve your sponsorship and ad space.

## CONFERENCE SPONSORSHIPS

Welcome Reception	\$8,000
Networking Reception	\$6,000
Lunch	\$7,500
Refreshment Break (3 available)	\$3,500
Breakfast (2 available)	\$5,000
Name Badge Lanyards	\$7,500
Notebooks & Pens	\$5,000
Tote Bags	\$5,000
Pocket Agenda	\$5,000
General Session WIFI	\$5,000
Premier/Gold/Silver Sponsorship	\$5,000/\$4,000/\$3,000

**DISPLAY BOOTH ONLY \$2,000**



## SPONSORSHIP BENEFITS

- One complimentary conference registration per \$2,000 spent
- Complimentary ad in conference guide (third page for sponsorships under \$5,000, full page for \$5,000 and over)
- Company flyer, brochure or giveaway item in all ACE conference tote bags
- Company logo on event signage
- Logo and company contact information in event publication
- Space and table for company display at ACE Conference (for \$5,000 packages and higher)
- Verbal recognition at event
- Company logo on ACE website
- Recognition in email marketing of the event
- List of conference attendees post-event

# ETHANOL TODAY ADVERTISING

Ethanol Today magazine is respected in the industry as a leading source of timely, in-depth information about the people, policies and issues driving ethanol production and use in America. It's published six times per year and the print edition has a circulation of around 2,000 per issue, including delivery to all U.S. ethanol production plants, all ACE members, industry friends, and all members of Congress, not to mention a wide variety of industry events throughout the year. Ethanol Today is also available in a fully-integrated digital format to the public at [www.ethanoltoday.com](http://www.ethanoltoday.com).

## ISSUE THEMES\*

<b>Election &amp; Ethanol</b>	<b>Exports &amp; Trade</b>	<b>E15, Higher Blends Market Development &amp; Infrastructure</b>	<b>Capitalizing on Carbon, High Octane</b>	<b>Plant Technology &amp; Product Diversification</b>	<b>Business Optimization / People of Ethanol</b>
-------------------------------	----------------------------	---	--	---	--

\*Contact Katie Fletcher for the 2020 Editorial Calendar

## PRINT RATE CARD AND SIZES

All prices are net. Members of the American Coalition for Ethanol (ACE) at the Associate or Voting levels qualify for the Member advertising rate.

	1x	1x Non-Member	3x	3x Non-Member	6x	6x Non-Member
<b>COVER RATES</b> <i>(Premium Placement)</i>						
Four Color	\$2,850	\$3,420	\$2,100	\$2,520	\$1,725	\$2,070
<b>DOUBLE-TRUCK SPREAD</b> <i>(Bleeds &amp; no bleeds)</i>						
Four Color	\$4,000	\$4,800	\$2,800	\$3,360	\$2,400	\$2,880
Black & White	\$2,000	\$2,400	\$1,400	\$1,680	\$1,200	\$1,440
<b>HALF-PAGE SPREAD</b> <i>(Bleeds &amp; no bleeds)</i>						
Four Color	\$2,500	\$3,000	\$1,750	\$2,100	\$1,500	\$1,800
Black & White	\$1,250	\$1,500	\$875	\$1,050	\$750	\$900
<b>FULL PAGE</b> <i>(Bleeds &amp; no bleeds)</i>						
Four Color	\$2,500	\$3,000	\$1,750	\$2,100	\$1,500	\$1,800
Black & White	\$1,250	\$1,500	\$875	\$1,050	\$750	\$900
<b>2/3 PAGE</b> <i>(Horizontal, Vertical)</i>						
Four Color	\$1,750	\$2,100	\$1,225	\$1,470	\$1,050	\$1,260
Black & White	\$875	\$1,050	\$625	\$750	\$525	\$630
<b>1/2 PAGE</b> <i>(Horizontal)</i>						
Four Color	\$1,325	\$1,590	\$925	\$1,110	\$795	\$954
Black & White	\$685	\$822	\$475	\$570	\$425	\$510
<b>1/3 PAGE</b> <i>(Horizontal, Vertical)</i>						
Four Color	\$875	\$1,050	\$625	\$750	\$525	\$630
Black & White	\$450	\$540	\$300	\$360	\$265	\$318