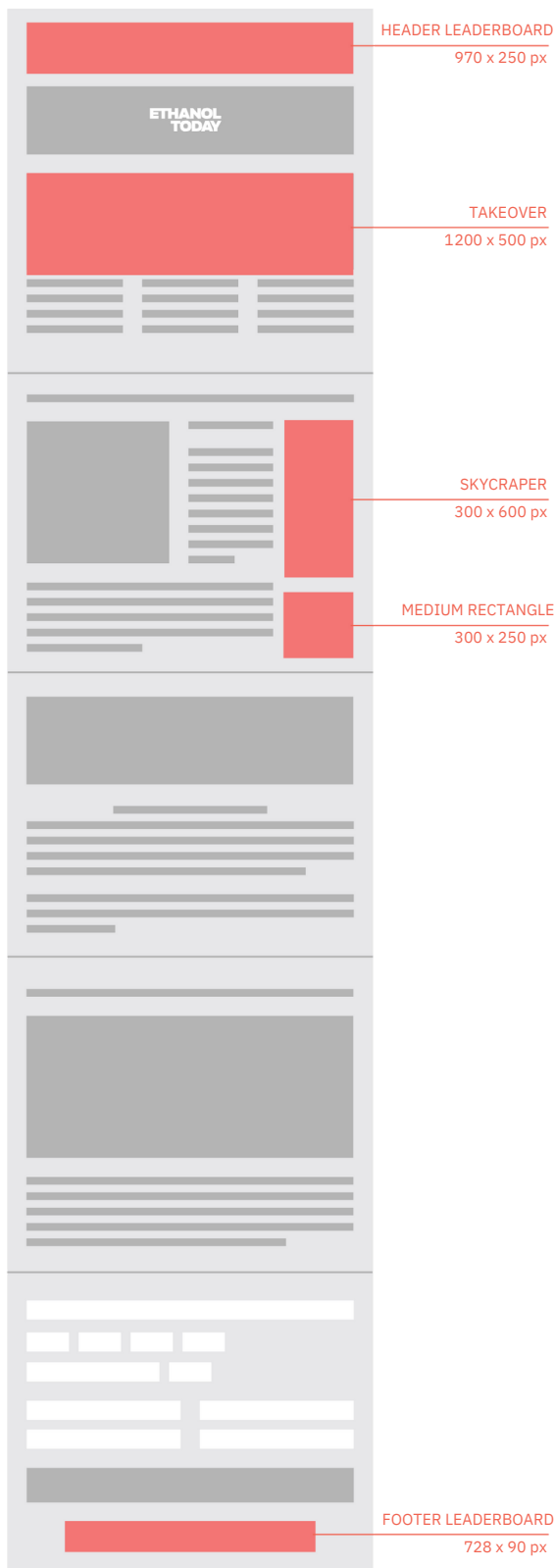


ETHANOL.ORG/ETHANOL-TODAY 2026 RATE CARD AND SIZES

ETHANOL TODAY

ALL PRICES ARE NET

ONLINE ADVERTISING LAYOUTS



HEADER LEADERBOARD (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
970 x 250 px	\$1,200	\$1,000	\$800	\$600

TAKEOVER AD (1X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
1200 x 500 px	\$3,000	\$2,800	\$2,600	\$2,400

SKYSCRAPER (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
300 x 600 px	\$1,300	\$1,100	\$900	\$700

MEDIUM RECTANGLE (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
300 x 250 px	\$1,100	\$900	\$700	\$500

FOOTER LEADERBOARD (4X AVAILABLE/MONTH)

AD SIZE	1 mo.	3 mos.	6 mos.	12 mos.
728 x 90 px	\$600	\$500	\$400	\$300

FILE FORMATS

Advertisements must be submitted in a .jpg, .gif, animated .gif or .png format. All ads need to be saved as RGB color ads at 72 dpi resolution at 100k or less. A website URL link needs to be provided with all ads to designate the click-through website destination. The header and footer ads will be programmed to randomly rotate between all ethanol.org/ethanol-today pages. The takeover ad will be designated to run on the homepage, and skyscraper and medium rectangle ads rotate on all article pages.

CLOSING DATES

All ads should be submitted to *Ethanol Today* 1 week prior to the start of the month the ads will run. Contact ACE if you have questions about artwork submission.

INVOICES

All invoices are due 30 days after date of billing. Past due invoices are subject to 2% service charge per month. Delinquent accounts (after 90 days) are reported and advertising is suspended. All costs of collection, including attorney fees, are charged to the account. Advertisers and/or their agencies are jointly liable for payment of invoices.

PREREQUISITES

All ethanoltoday.com advertisers must have a contract in good standing with *Ethanol Today* magazine. If, for any month, requests exceed available openings, preference will be given to those with greater commitment to *Ethanol Today* magazine.

ADDITIONAL PROVISIONS

Cancellation of contracts is non-negotiable. Outstanding balance of contract will be due at time of cancellation.

SENDING FILES OR QUESTIONS

Files can be emailed or sent via ftp site. Please email ads to Anna Carpenter at acarpenter@ethanol.org. Please call 605-306-6142 with any questions.

ACE members will be given placement priority.

THANK YOU FOR ADVERTISING WITH *ethanol.org/ethanol-today!*

