Reach Your Audience!

When you partner with AOCS, you invest in qualified industry professionals who have chosen to be a part of our community. Let us help you optimize your marketing efforts and your budget with a targeted advertising package designed to fit your needs.

Who visits our websites, reads our journals and magazines, and attends our meetings?

Professionals from industry, academia, and government turn to AOCS for the latest in scientific research and technological developments in the following interest areas:

- Analytical
- Animal Feed
- Biochemistry
- Biodiesel
- Bio renewables
- Biotechnology
- Cosmetics
- Edible Applications
- Technology
- Food and Feed
- Food Structure and Functionality
- Health and Nutrition
- Industrial Oil Products
- Lipid Oxidation and Quality
- Microscopy and Imaging
- Oilseeds and Fats
- Oleochemicals
- Personal Care
- Phospholipids
- Processing
- Protein and Co-Products
- Specialty Oils
- Surfactants and Detergents

Contact:
Christina Morley
christina.morley@aocs.org
+1 217-693-4901
Stay Connected!
This media kit showcases our marketing communication tools and will help you choose the best opportunities to make important connections for your organization.

Table of Contents:
INFORM Magazine .................. 4
INFORM Digital Edition ............... 6
AOCS.org ............................ 8
INFORM SmartBrief .................. 9
inform|connect ....................... 10
AOCS Newsletter ..................... 10
Exhibits and Sponsorships .......... 11
AOCS Corporate Membership ...... Back Cover

Why advertise with AOCS?

- AOCS provides a targeted audience within the fats and oils industry.
- AOCS offers a variety of print and online advertising, plus exhibits and sponsorship opportunities.
- Your audience relies on AOCS:
  - AOCS is an established authority with more than 100 years of history as a highly respected organization within the fats and oils community.
  - Professionals worldwide count on AOCS to keep them current with news, standards, and industry trends.
  - AOCS provides reliable scientific, technical, and industry information on all aspects of fats and oils.
More than 4,000 members representing over 2,000 companies in 92 countries read INFORM magazine. Advertising in INFORM ensures your message will be seen by readers in the industries and roles integral to your business.

2019 INFORM Advertising Rates
(In US dollars.)

<table>
<thead>
<tr>
<th>Size</th>
<th>10× 4C</th>
<th>5× 4C</th>
<th>1× 4C</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,880</td>
<td>$3,008</td>
<td>$3,200</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,872</td>
<td>1,955</td>
<td>2,080</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,728</td>
<td>1,805</td>
<td>1,920</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,296</td>
<td>1,354</td>
<td>1,440</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>10× B/W</th>
<th>5× B/W</th>
<th>1× B/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,680</td>
<td>$1,890</td>
<td>$2,100</td>
</tr>
<tr>
<td>1/2 page</td>
<td>1,092</td>
<td>1,229</td>
<td>1,365</td>
</tr>
<tr>
<td>1/3 page</td>
<td>1,008</td>
<td>1,134</td>
<td>1,260</td>
</tr>
<tr>
<td>1/4 page</td>
<td>756</td>
<td>851</td>
<td>945</td>
</tr>
</tbody>
</table>

Covers & Special Positions
Back Cover—Add $250
Inside Front Cover—Add $200
Inside Back Cover—Add $200
- Other special positions available upon request—Call for a quote
- Inserts and Wraps available—Call for a quote
- Full Page ads can be submitted in mobile format for Mobile App users at no extra charge.

Classified Advertising Rates (In US dollars.)

<table>
<thead>
<tr>
<th>Size</th>
<th>10×</th>
<th>5×</th>
<th>3×</th>
<th>1×</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per column inch</td>
<td>$70</td>
<td>$75</td>
<td>$90</td>
<td>$95</td>
</tr>
</tbody>
</table>

INFORM staff can typeset your classified ad and enclose it in a border, free of charge. One complete revision is included in the price of the ad. Additional changes may incur a charge of $25 per revision.

Short Rates: Advertisers may be short-rated if, within a 12-month period, they do not use the number of insertions upon which their billings were based.

Cancellation: Cancellations must be made in writing by the first of the month prior to ad placement.

Payment Terms and Methods: Payment is accepted via AOCS’ secure credit card site, wire transfer, and by check or draft via U.S. bank payable in U.S. dollars. Terms are net 30 days. Payment option instructions will be included on invoices. All balances past 60 days are subject to a 1.5% interest charge per month.
## 2019 INFORM Editorial Calendar

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial</th>
<th>Space Close</th>
<th>Material Close</th>
</tr>
</thead>
</table>
| January        | ANA—Analyzing/characterizing non-traditional oils and fats  
                 P/M—Enzymes, solvents, and other extraction technologies                              | November 8, 2018 | November 15, 2018 |
| February       | ANA—General analytical  
                 P/M—Biofuels and other industrial products                                                | December 7, 2018 | December 14, 2018 |
| March          | ANA—Novel instrumentation and technologies  
                 P/M—Processing non-traditional oils and fats                                             | January 11, 2019 | January 18, 2019  |
| April          | ANA—Analyzing lipid oxidation in fats, oils, and foods  
                 P/M—General processing                                                                     | February 15, 2019 | February 22, 2019 |
| May            | ANA—Complex mixtures, antioxidants, and emulsion stability  
                 P/M—Managing process contaminants                                                      | March 22, 2019  | March 29, 2019    |
| June           | ANA—Pesticides, residues, and trace contaminants  
                 P/M—Alternative processing technologies                                                  | April 17, 2019  | April 24, 2019    |
| July/August    | ANA—Analytical methods  
                 P/M—Proteins and co-products                                                                | May 23, 2019    | May 30, 2019      |
| September      | ANA—What’s new in analysis?  
                 P/M—General processing                                                                     | July 19, 2019   | July 26, 2019     |
| October        | ANA—Green analytical technologies  
                 P/M—What’s new in processing?                                                              | August 21, 2019 | August 28, 2019   |
| November/December | ANA—Simultaneous and multidimensional techniques  
                 P/M—Regulatory compliance                                                                 | September 18, 2019 | September 25, 2019 |

To reserve your ad space, contact:  
Christina Morley | christina.morley@aocs.org | +1 217-693-4901
INFORM’s Digital Edition provides advertisers:

- Google-indexed content, which means your print ad is available to a worldwide audience.
- Enhanced advertising opportunities by allowing digital banner ads to be placed throughout content-specific feature articles that relate directly to your product or service.
- Placement of product or corporate videos alongside your print ad or within a relevant article to ensure your target audience readers see your message.
- Access to previous issues, which means your print ads, banner ads, and videos live on for maximum exposure.

Additional reader benefits include:

- A responsive design that automatically adjusts to the viewing device
- Links to related resources for further investigation into areas of interest
- The ability to “clip and save” articles, ads, or key points for future reference or to email to others
- A user-friendly keyword search to find topics of great interest

Inquire about our Digital Start Up Package Rates!
Christina Morley | christina.morley@aocs.org | +1 217-693-4901

**INFORM Digital Edition**
Average 2018 page views = 44,705+/month

Place your banner ad and/or video in **INFORM Digital Edition** each month.

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Rate</th>
<th>(In US dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Sponsorship</td>
<td>Large Leaderboard (1 only)</td>
<td>$15,000 per year</td>
<td>10 issues</td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>728 x 90 Rectangle</td>
<td>650 per issue</td>
<td></td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>360 x 280 Square</td>
<td>650 per issue</td>
<td></td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>240 x 400 Fat Skyscraper</td>
<td>650 per issue</td>
<td></td>
</tr>
<tr>
<td>Video Blow In Ad</td>
<td>YouTube link or provide a 100 MB max file size (format: h264)</td>
<td>650 per issue</td>
<td></td>
</tr>
<tr>
<td>In-App Banner Ads</td>
<td>(1 only)</td>
<td>2,000 per year</td>
<td>10 issues</td>
</tr>
<tr>
<td>Sponsor Launch Page</td>
<td>(1 only)</td>
<td>2,000 per year</td>
<td>10 issues</td>
</tr>
</tbody>
</table>
AOCS Website

Be sure to include AOCS.org in your marketing plan for 2019. The AOCS website is the ideal place for your sales message to get maximum exposure. The website includes frequently updated information including a meeting calendar, online meeting registrations, career center, membership information, AOCS Store, analytical services, and related association links.

Electronic Advertising Rates  (in US dollars.)

<table>
<thead>
<tr>
<th>Size</th>
<th>location</th>
<th>12 months</th>
<th>6 months</th>
<th>3 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square</td>
<td>300 x 250</td>
<td>side</td>
<td>$375/month</td>
<td>$400/month</td>
</tr>
<tr>
<td>Square</td>
<td>360 x 280</td>
<td>bottom</td>
<td>375/month</td>
<td>400/month</td>
</tr>
<tr>
<td>Rectangle</td>
<td>728 x 90</td>
<td>bottom</td>
<td>375/month</td>
<td>400/month</td>
</tr>
<tr>
<td>Square</td>
<td>300x250</td>
<td>Home Page*</td>
<td>500/month</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Electronic Ad Specifications:
Specifications: .gif or .jpg file format (100dpi, 256 colors)
Size: 100 KB max
Link Information: Every banner must have a working URL.

Multimedia Banners:
GIF98 Animations will be accepted, from single to infinitely looping banners.
**INFORM SmartBrief**

INFORM SmartBrief is the AOCS weekly news brief. With news specifically selected for the oils and fats industry, it delivers need-to-know information from around the world and promises exceptional readership by your target audience. It includes important industry news, the latest developments in regulations and research, and more.

Here’s an overview:

- Distribution: Every Wednesday INFORM SmartBrief is emailed directly to our targeted audience.
- Subscribers: More than 6,704 opt-in recipients with a professional interest in the science and technology of fats, oils, proteins, surfactants, and related materials receive INFORM SmartBrief.
- Advertising space is limited: We limit the number of ad placements so every advertiser is prominently featured.
- Measurable ROI: We can provide a detailed report of your response rates and the effectiveness of your program.

This leading edge, targeted medium embodies the best practices of digital marketing. Call today to talk about scheduling a campaign that will maximize your results in the issues of your choice.

**Contact:**
Christina Morley
christina.morley@aocs.org
+1 217-693-4901

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Monthly Rate</th>
<th>Ad Specs and Features</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>$1,750</td>
<td>- Size: 728 x 90 pixels. 40k maximum; .gif or .jpg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Click through URL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Alternate text (100 characters maximum) can be embedded behind image</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- No limits on animation, maximum 4 frames recommended</td>
</tr>
<tr>
<td><strong>Premium News Sponsor</strong></td>
<td>1,425</td>
<td>- Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Headline: 50 characters, excluding spaces</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Ad Image: 180 x 150 pixels. 30 k maximum; .gif or .jpg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Copy: 300 characters maximum, excluding spaces</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Click Through URL</td>
</tr>
<tr>
<td><strong>News Sponsor</strong></td>
<td>1,250</td>
<td>- Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Headline: 50 characters, excluding spaces</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Copy: 300 characters maximum, excluding spaces</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Click Through URL</td>
</tr>
<tr>
<td><strong>PLUS Option A:</strong></td>
<td></td>
<td>- Banner: 468 x 60 pixels. 30k maximum; .gif or .jpg</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Click through URL</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Alternate text (100 characters maximum) can be embedded behind image</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- No limits on animation, maximum 4 frames recommended</td>
</tr>
</tbody>
</table>

Material is due one week before campaign launch. Monthly rate is US dollars.
AOCS Online Advertising Opportunities

AOCS Newsletter

The AOCS Newsletter is sent electronically to all AOCS members and thousands of related industry professionals. The average distribution rate is 19,267 a month, with a consistently high forward rate. Our readers use it to stay current with what's happening at AOCS and beyond, including industry breakthroughs, product updates, upcoming meeting information, discounts, freebies, industry job listings and more. The sponsor's linked banner is featured prominently within the AOCS Newsletter.

<table>
<thead>
<tr>
<th>Location</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home banner</td>
<td>300 x 250</td>
<td>$1,000/month</td>
</tr>
<tr>
<td>Email banner</td>
<td>728x90 and 200x200</td>
<td>1,000/month</td>
</tr>
<tr>
<td>Interior banner</td>
<td>top</td>
<td>640x125</td>
</tr>
<tr>
<td>Interior banner</td>
<td>side</td>
<td>125x300 up to 125x1,000</td>
</tr>
<tr>
<td>Interior banner</td>
<td>bottom</td>
<td>962x125</td>
</tr>
</tbody>
</table>

See Electronic Ad Specifications on page 8.
AOCS Meetings

Exhibit Opportunities
AOCS offers exhibit opportunities at conferences around the world. Each meeting creates a unique forum in which to market your product in person. For more details on exhibits, visit www.aocs.org/Meetings or contact Christina Morley.

Sponsorship Opportunities
AOCS invites companies and affiliated organizations to become sponsors at our 2019 conferences. These personalized forms of marketing can give your company visibility and leadership status with each conference’s attendees. For more information about sponsorship opportunities, contact Christina Morley.

Meeting Program Guide Advertising
Advertising in an AOCS Meeting Program Guide is an affordable tool for maximizing your company’s exposure to a target audience within the fats and oils industry. If you are an Exhibitor, your ad can help drive attendees to your booth; if you are unable to exhibit, your ad ensures attendees still receive your sales message. The Program Guide includes the full details of the technical program, social events, exhibit, and other valuable information.

2019 Program Guide Advertising Rates*

<table>
<thead>
<tr>
<th>Size</th>
<th>4-Color Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,670</td>
</tr>
<tr>
<td>½ page</td>
<td>1,400</td>
</tr>
</tbody>
</table>

(Rates in US dollars.)

*Exhibitors receive a discounted rate.

For more information about exhibit or sponsorship opportunities, contact

Christina Morley
christina.morley@aocs.org
+1 217-693-4901

2019 AOCS Annual Meeting & Expo
May 5–8
America’s Center Convention Complex
St. Louis, Missouri, USA
annualmeeting.aocs.org

Exhibit Booth Rates
US $1,950 (Early Bird rate)
US $2,450 (after January 31, 2019)

Ask about available sponsorships!

Program Guide Space Close: March 5, 2019
Material Close: March 20, 2019

18th AOCS Latin American Congress and Exhibition on Fats, Oils and Lipids
8–11 October 2019
Bourbon Cataratas Convention & Spa Resort
Foz do Iguaçu, Brazil
aocs.org/meetings

Exhibit Booth Rates
US $2,500 (Early Bird rate)
US $3,500 (after March 31, 2019)

Ask about available sponsorships!

Program Guide Space Close: August 7, 2019
Material Close: August 16, 2019
AOCS Corporate Membership

Many AOCS advertisers have discovered the benefits of becoming AOCS Corporate Members. A Corporate membership will more than pay for itself by providing a world of resources, as well as added exposure and benefits. Every Corporate Member receives three additional priority bonus points to apply towards placement at the AOCS Annual Meeting. PLUS, all Silver, Gold, and Platinum level Corporate Members receive cash credit that can be applied toward an exhibit booth and ad placement in an AOCS publication.

<table>
<thead>
<tr>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>N/A</td>
<td>$300</td>
<td>$600</td>
</tr>
<tr>
<td>Exhibit Credit</td>
<td>N/A</td>
<td>300</td>
<td>600</td>
</tr>
</tbody>
</table>

(Benefits in US dollars.)

Contact Janet Brown, Director, AOCS Membership for more information or to customize a benefits package. Janet.brown@aocs.org | +1 217-693-4897

Learn more at aocs.org/corporate

AOCS Mission

AOCS advances the science and technology of oils, fats, proteins, surfactants and related materials, enriching the lives of people everywhere. As an international professional organization, we

- provide current and emerging information and disseminate research results in oils, fats, lipids, proteins, surfactants and related materials, through our meetings, publications, and web presence;
- develop and uphold methods of analysis used in global trade and research, conduct proficiency testing, provide reference materials, and coordinate with other standards developers including ISO and Codex Alimentarius;
- facilitate and strengthen interactions among professionals through meetings, specialized interest groups and other networking opportunities; and,
- collaborate with other scientific societies and related organizations to promote the advancement of science.

Print Ad Specifications

**Dimensions for All AOCS Publications**

Standard unit sizes in inches: 1 inch = 25.4 millimeters;
1 inch = 6 picas

Spread bleed: 16.75 in. × 11.25 in.
Spread trim: 16.5 in. × 11 in.
Bleed allowance:.125 in.
Offset cropmarks and printers marks/page information .125 in. (so they print outside the bleed allowance).

**Print Specifications**

Printing is by web and sheet-fed offset presses. Conference programs may be printed digitally. INFORM paper stock is 80-pound, white, gloss text/cover and 50-pound, white, gloss text/body. Conference program paper stock is 80-pound, white, gloss coated/cover and 60-pound, white, matt coated/body.

Binding: INFORM and meeting programs are saddle stitched.

Live matter: Deduct at least 1/2 inch from all sides of the page trim size.

All materials must be submitted as high resolution (minimum 300 dpi), 4-color process (CMYK) PDF (with fonts embedded) or TIF files. QuarkXPress and Adobe InDesign, Illustrator, or Photoshop files are also acceptable. We do not accept files created in PageMaker, Corel Draw, or Microsoft Publisher, PowerPoint, and Word. Screen captures from the Internet will print low-resolution and are not acceptable. All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.

Contact | Christina Morley | christina.morley@aocs.org | +1 217-693-4901