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
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.

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></th>
<th>Bronze Level</th>
<th>Silver Level</th>
<th>Gold Level</th>
<th>Platinum Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>N/A</td>
<td>$600</td>
<td>$800</td>
<td>$1,000</td>
</tr>
<tr>
<td>Exhibit Credit</td>
<td>N/A</td>
<td>$600</td>
<td>$800</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Contact Sterling Bollman, Corporate Relations, AOCS Membership for more information or to customize a benefits package. sterling.bollman@aocs.org | +1 217-693-4864

Learn more at aocs.org/corporate
If you are in the business of fats and oils, this is where your brand must be.

More than 3,500 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.

2020 INFORM Advertising Rates
(in US dollars)

<table>
<thead>
<tr>
<th>Size</th>
<th>10x 4C</th>
<th>5x 4C</th>
<th>1x 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>10x B/W</th>
<th>5x B/W</th>
<th>1x 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>Per column inch</th>
<th>10x</th>
<th>5x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>$70</td>
<td>$75</td>
<td>$90</td>
<td>$95</td>
<td></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.

Print ads appear in INFORM’s digital edition at no extra charge.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Topic Area</th>
<th>Editorial</th>
<th>Space Close</th>
<th>Materials Close</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Health and Nutrition</td>
<td>Omega-3s and the brain</td>
<td>November 8, 2019</td>
<td>November 15, 2019</td>
</tr>
<tr>
<td>February</td>
<td>Technology/Innovation</td>
<td>Innovation incubators</td>
<td>December 6, 2019</td>
<td>December 12, 2019</td>
</tr>
<tr>
<td>March</td>
<td>Analytical Technologies</td>
<td>High-throughput screening methods</td>
<td>January 10, 2020</td>
<td>January 18, 2020</td>
</tr>
<tr>
<td>April</td>
<td>Processing</td>
<td>Minimally processed oils as a trend</td>
<td>February 14, 2020</td>
<td>February 21, 2020</td>
</tr>
<tr>
<td>May</td>
<td>Surfactants and Detergents</td>
<td>Preservatives for surfactants and detergents</td>
<td>March 20, 2020</td>
<td>March 27, 2020</td>
</tr>
<tr>
<td>June</td>
<td>Market Trends</td>
<td>Mergers and acquisitions—effect on prices, production, innovation, and workers</td>
<td>April 10, 2020</td>
<td>April 17, 2020</td>
</tr>
<tr>
<td>July/August</td>
<td>Meeting Review</td>
<td>Science from the Annual Meeting in Montreal</td>
<td>May 22, 2020</td>
<td>May 29, 2020</td>
</tr>
<tr>
<td>September</td>
<td>Environment/Sustainability</td>
<td>Climate change and its effects on fats and oils</td>
<td>July 17, 2020</td>
<td>July 24, 2020</td>
</tr>
<tr>
<td>October</td>
<td>Industrial Oil Products</td>
<td>Epoxides from vegetable oils and/or oleochemicals for electronic vehicle components</td>
<td>August 21, 2020</td>
<td>August 28, 2020</td>
</tr>
<tr>
<td>November/December</td>
<td>Health and Nutrition</td>
<td>Fatty acids and lipids for athletes</td>
<td>September 18, 2020</td>
<td>September 25, 2020</td>
</tr>
</tbody>
</table>
INFORM Digital Edition Advertising

AOCS Online Opportunities
AOCS inform|connect
AOCS Lipid Library
AOCS Newsletter
AOCS Website
INFORM Digital Edition
INFORM SmartBrief

INFORM’s Digital Edition provides advertisers:
- Google-indexed content, which means your print ad is available to a worldwide audience. As user search relevant content pieces (or articles) are displayed along with your ad.
- 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 ad or within a relevant article to ensure your target audience readers see your message.
- Access to previous issues—your print ads, banner ads, and videos live on for maximum exposure.

Ask about our Digital Start Up Package!
Sterling Bollman | sterling.bollman@aocs.org | +1 217-693-4901

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

INFORM’s Digital Edition provides advertisers:
• Google-indexed content, which means your print ad is available to a worldwide audience. As user search relevant content pieces (or articles) are displayed along with your ad.
• 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 ad or within a relevant article to ensure your target audience readers see your message.
• Access to previous issues—your print ads, banner ads, and videos live on for maximum exposure.

The app is available in the Apple, Amazon, and Google Play stores by searching for “AOCS INFORM.”
## INFORM Digital Edition Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Rate (In US dollars.)</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>500 per issue</td>
<td></td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>360 x 280 Square</td>
<td>500 per issue</td>
<td></td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>240 x 400 Fat Skyscraper</td>
<td>500 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>500 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>

Average 2019 page views = 8,911+ / month

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

Contact Sterling Bollman | sterling.bollman@aocs.org | +1 217-693-4901
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.

Contact
Sterling Bollman
sterling.bollman@aocs.org
+1 217-693-4901

2020 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>300 x 250</td>
<td><strong>Home Page</strong></td>
<td>500/month</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*Six spaces available on Home Page

Electronic Ad Specifications:
- .gif or .jpg file format
- 100dpi, 256 colors
- Size: 100 KB max
- 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.

**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, 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.

<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&lt;br&gt;- Click through URL&lt;br&gt;- Alternate text (100 characters maximum) can be embedded behind image&lt;br&gt;- 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&lt;br&gt;- Headline: 50 characters, excluding spaces&lt;br&gt;- Ad Image: 180 x 150 pixels. 30 k maximum; .gif or .jpg&lt;br&gt;- Copy: 300 characters maximum, excluding spaces&lt;br&gt;- 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&lt;br&gt;- PLUS Option A:&lt;br&gt;- Headline: 50 characters, excluding spaces&lt;br&gt;- Copy: 300 characters maximum, excluding spaces&lt;br&gt;- Click Through URL&lt;br&gt;- PLUS Option B:&lt;br&gt;- Banner: 468 x 60 pixels. 30k maximum; .gif or .jpg&lt;br&gt;- Click through URL&lt;br&gt;- Alternate text (100 characters maximum) can be embedded behind image&lt;br&gt;- 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 inform|connect is a global community designed to exchange information and provide solutions to real-world challenges affecting bio-based products and technologies. The average distribution is 310,181 per month.

**Location** | **Size** | **Rate**
--- | --- | ---
Home banner | 300 x 250 | $1,000/month
Email banner | 728 x 90 and 200 x 200 | 1,000/month
Interior banner | top | 640 x 125 | 800/month
Interior banner | side | 125 x 300 up to 125 x 1,000 | 800/month
Interior banner | bottom | 962 x 125 | 800/month

**Sponsor Rates:**

**Large Ad**
- 610 x 80
- $800/month
- Only 1 space available per month

**Small Ad**
- 295 x 80
- $650/month
- Only 2 spaces available per month

**Contact**
Sterling Bollman
sterling.bollman@aocs.org
+1 217-693-4901

**AOCS Newsletter**

The AOCS Newsletter is sent electronically to all AOCS members and thousands of other related industry professionals. The average distribution rate is 19,000 a month. Our readers use it to stay current with what's happening at AOCS and beyond, including industry breakthroughs, product updates, upcoming meeting information, discounts, and more. The sponsor's linked banner is featured prominently within the AOCS Newsletter.
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 2020 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.

2020 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.

2020 AOCS Annual Meeting & Expo
April 26–29
Palais des Congres de Montreal
Montreal, Quebec, Canada
annualmeeting.aocs.org

Exhibit Booth Rates
$1,950 USD (Early Bird rate)
$2,450 USD (after January 31, 2020)

Fabric and Home Care World Conference
November 17–19 2020
Shanghai, China
aocs.org/meetings

Ask about available sponsorships!
Program Guide Space Close: February 11, 2020
Material Close: February 21, 2020

For more information about sponsorship opportunities or becoming an Exhibitor, contact
Sterling Bollman | sterling.bollman@aocs.org | +1 217-693-4901
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.

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Print Ad Specifications

INFORM | AOCS Annual Meeting Program Guide | Conference Program Guides

1 PAGE BLEED
Trim
8.25 in. x 11 in.
210 x 280 mm
Live Area
7.25 in. x 10 in.
184 x 254 mm
Bleed
8.5 in. x 11.25 in.
216 x 286 mm

1 PAGE NON-BLEED
7.25 in. x 10 in.
184 x 254 mm

1/2 PAGE
7.25 in. x 4.75 in.
184 x 121 mm

1/2 PAGE VERT
3.5 in. x 10 in.
89 x 254 mm

1/3 PAGE
7.25 in. x 3.5 in.
184 x 89 mm

1/4 PAGE
7.25 in. x 2.5 in.
184 x 64 mm

1/4 PAGE VERT
3.5 in. x 4.75 in.
89 x 121 mm

Digital File Material
• Print-quality CMYK PDF with fonts embedded.
• 300 dpi, CMYK or Grayscale TIF or JPEG file.
• No RGB files/images.
• Convert PMS colors to CMYK.

Other Accepted Formats
• InDesign
• Illustrator
• Photoshop
• QuarkXPress
Include all fonts, images and logos.

Print Production Notes
• INFORM is printed offset on gloss cover and text (body).
• Conference program guides may be printed digitally.
• Cover is gloss; body is matt coated.
• Saddle stitch binding.

Contact | Sterling Bollman | sterling.bollman@aocs.org | +1 217-693-4901