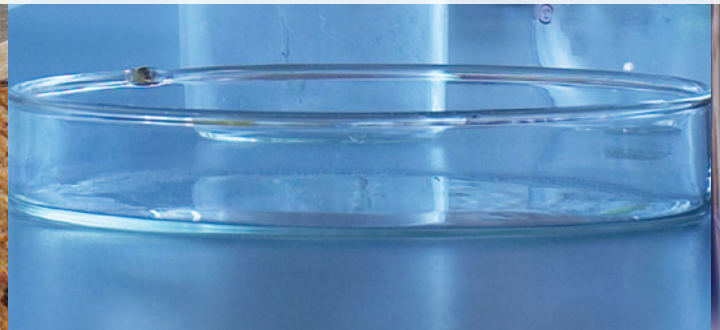
AOCS

Your Global Fats and Oils Connection

2022 Media Kit

INFORM magazine | AOCS.org | Lipidlibrary.aocs.org | AOCS inform|connect | AOCS eNewsletter | *INFORM* SmartBrief | Sponsored Webinars | Exhibits | Sponsorships



Letter from the CEO

At a recent conference of society CEOs, one of my colleagues said he has stopped using phrases like “the new normal” or “the new reality.” He felt like this implies we’ve reached some sort of new plateau or steady state, and that each year we find that we must reset our expectations because we never seem to reach a steady state. He suggested we might be better off accepting that we are living in the “discontinuous next.” At first that might seem like a frightening thought, but it shouldn’t be. Yes, we have been forced into a world of change and accelerated adaptation…but we also opened our eyes to a world of opportunities!

We’ve connected with thousands of new scientists and professionals around the world. We’ve created new partnerships with other organizations. We created new ways for our members and other stakeholders to connect at more frequent intervals. We have accomplished this while all of our lives have been completely disrupted by the worst pandemic in over a century.

For lack of a better descriptor, I think “discontinuous next” seems about right. While there are many uncertainties in this paradigm, one thing seems absolutely clear: to be successful in the “discontinuous next” you must embrace change by finding energy and excitement in the “possibilities” and then focus on the tangible opportunities that will inevitably unfold.

Together, we can make great things happen. We are so excited about the possibilities and opportunities in 2022. We look forward to connecting with friends, colleagues, customers, future customers, exhibitors and sponsors as we embrace the discontinuous next together.

Patrick Donnelly

Patrick Donnelly PhD., CAE
CEO
AOCS

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
Biorenewables
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

AOCS

This media kit showcases our marketing communication tools and will help you choose the best opportunities to make important connections for your organization.

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Why advertise with AOCS?

- AOCS provides a targeted audience within the fats, oils, surfactants, or proteins 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 towards an exhibit booth or ad placement in an AOCS publication.

	Bronze Level	Silver Level	Gold Level	Platinum Level
Credit towards exhibiting or advertising	—	$600	$800	$1,000
50% off introductory *INFORM* magazine advertisement	Y	Y	Y	Y

All prices in USD.

Contact Clara Chun, AOCS Customer Success Manager, for more information or to customize a benefits package:

Clara.Chun@aocs.org | +1 708-320-9024

Learn more at aocs.org/corporate

AOCS Marketing channels at a glance

Channel	Frequency	Stats	Ad opportunity	Inventory	Unit Price
AOCS eNewsletter	Drops the 3rd Thursday of each month	19,000 Monthly subscribers	Banner ad Large	1 per month	$800
			Banner ad Small	2 per month	$650
aocs.org	Ads updated on first day of the month	22,000 Monthly unique visitors	Home page banner ad	6 per month	$500
lipidlibrary.aocs.org	Ads updated on first day of the month	19,000 Monthly unique visitorss	Home page banner ad	6 per month	$500
INFORM SmartBrief	Drops every Wednesday of the month	5,500 Monthly subscribers	Leaderboard	1 per month	$1,750
			Premium News Sponsor	1 per month	$1,425
			News Sponsor	3 per month	$1,250
inform|connect Open Forum Posts + Email	Ads updated on first day of the month	300,000 Monthly interactions	Banner ads	1 per month	$1,000
informconnect.org	Ads updated on first day of the month	1,800 Monthly log ins	Homepage banner ad	6 per month	$1,000
			Run-of-Site/Interior banner, top	1 per month	$800
			Run-of-Site/Interior banner, side	1 per month	$800
			Run-of-Site/Interior banner, bottom	1 per month	$800
INFORM Digital Edition	Published monthly, 10x per year	7,800 Total monthly views	Leaderboard	1 per year	$15,000
			Blow In banner ad	Multiple	$500
INFORM magazine	Published monthly, 10x per year.	3,200 Monthly circulations	4 Color | 2-Page spread	Multiple	$6,400
			4 Color | Inside Front Cover 2	1 per issue	$3,400
			4 Color | Inside Back Cover 3	1 per issue	$3,400
			4 Color | Back Cover 4	1 per issue	$3,450
			4 Color | Full page	Multiple	$3,200
			4 Color | 1/2 page		$2,080
			4 Color | 1/3 page		$1,920
			4 Color | 1/4 page		$1,440
			Black and White | Full page		$2,100
			Black and White | 1/2 page		$1,365
			Black and White | 1/3 page		$1,260
			Black and White | 1/4 page		$945

All prices in USD.

More than 3,200 members representing over 1,500 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.
If you are in the business of fats, oils, surfactants, or proteins, this is where your brand must be.

2022 *INFORM* advertising rates

All prices in USD.

Size	10× 4C	5× 4C	1× 4C
1 page	$2,880	$3,008	$3,200
1/2 page	1,872	1,955	2,080
1/3 page	1,728	1,805	1,920
1/4 page	1,296	1,354	1,440

	10× B/W	5× B/W	1× B/W
1 page	$1,680	$1,890	$2,100
1/2 page	1,092	1,229	1,365
1/3 page	1,008	1,134	1,260
1/4 page	756	851	945

Covers and 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

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.

Contact Clara Chun | Clara.Chun@aocs.org | +1 708-320-9024

INFORM

To reserve your ad space, contact:
Clara Chun, Customer Success Manager, AOCS
Clara.Chun@aocs.org
+1 708-320-9024

2022 *INFORM* editorial calendar

(Subject to change.)

Issue	Topic Area	Editorial	Ad Space Close	Materials Due
January	Surfactants and Detergents	High-oleic soybean surfactants	November 4, 2021	November 12, 2021
February	Biotechnology	Targeting the epigenome for plant breeding	December 7, 2021	December 14, 2021
March	Industrial Oil Products, Processing	Update on biodiesel fuels	January 11, 2022	January 18, 2022
April	Health and Nutrition	What is the latest understanding on the function of saturated fats?	February 15, 2022	February 23, 2022
May	Analytical, Lipid Oxidation and Quality	Latest methods for testing food stability	March 15, 2022	March 23, 2022
June	Edible Applications Technology	Agal butter	April 12, 2022	April 19, 2022
July/August	Phospholipids, Health and Nutrition	How do milk fat membranes affect human health?	May 20, 2022	May 27, 2022
September	Edible Applications Technology, Protein and Co-Products	Plant protein functionality	July 15, 2022	July 22, 2022
October	All interest areas	Brexit's effect on regulations	August 18, 2022	August 26, 2022
November/ December	Health and Nutrition	Lipids and human health	September 16, 2022	September 23, 2022

INFORM Digital Edition advertising

INFORM's Digital Edition provides advertisers:

- Enhanced advertising opportunities that place digital banner ads of your product or service throughout related feature articles.
- 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, 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.

Access the digital edition at:
http://bit.ly/informDE

Average 2020 page views = 7,835+ / month

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

Contact Clara Chun
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2022 *INFORM* Digital Edition advertising rates

Ad Unit	Size	Rate All prices in USD.
Leaderboard Sponsorship	Large Leaderboard (1 only)	$15,000 per year | 10 issues
Blow In Ad	728 x 90 Rectangle	500 per issue
Blow In Ad	360 x 280 Square	500 per issue
Blow In Ad	240 x 400 Fat Skyscraper	500 per issue
Video Blow In Ad	YouTube link or provide a 100 MB max file size (format: h264)	500 per issue

AOCS website

Be sure to include aocs.org in your marketing plan for 2022. The AOCS website is the ideal place for your sales message to get maximum exposure with 22,000 monthly unique visitors. 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

Clara Chun
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AOCS

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2022 AOCS website advertising rates

Size | location	12 months	6 months	3 months
Square | 300 x 250 | side	$375/month	$400/month	$500/month
Square | 360 x 280 | bottom	375/month	400/month	500/month
Rectangle | 728 x 90 | bottom	375/month	400/month	500/month
Square | 300 x 250 | ***Home Page****	500/month	n/a	n/a

**Six banner ads available on Home Page*

All prices in USD.

Electronic ad specifications:
Specifications: .GIF 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.

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AOCS Lipid Library®

The AOCS Lipid Library® is one of the leading online sources of information related to lipid science and technology today. This site is for students, technologists, scientists and laypersons to learn more about lipid chemistry and technology. With over 19,000 unique visitors per month, you can gain exposure to this unique audience.

2022 AOCS Lipid Library® website advertising rates

Size | location	12 months	6 months	3 months
Square | 300 x 250 | side	$375/month	$400/month	$500/month
Square | 360 x 280 | bottom	375/month	400/month	500/month
Rectangle | 728 x 90 | bottom	375/month	400/month	500/month
Square | 300 x 250 | ***Home Page****	500/month	n/a	n/a

**Six banner ads available on Home Page*

All prices in USD.

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AOCS inform|connect

AOCS inform|connect is a dynamic, global community exchanging information and providing solutions to real-world challenges affecting bio-based products and technologies.

Every month 30,000 users engage each other in active conversations with over 300 average posts per month on the AOCS Open Forum. This vigorous web community provides you with an opportunity to join and shape the conversation.

2022 AOCS inform|connect sponsor rates

Positions	Ad Specs	Cost
Home page banner ads	300 x 250	$1,000/ month
Open Forum banner ads — Individual post and emails	728 x 90 ***and*** 200 x 200	$1,000/ month
Interior banner ad — Run-of-site	640 x 125	$800/ month
	125 x 300 up to 125 x 1,000	$800/ month
	962 x 125	$800/ month

Opportunities for brand awareness

informconnect.org

Home page

Home page banner ads
6 ads per month on carousel

Run-of-site across 9 web pages

1. Discussions (Open Forum – Member and Nonmember)
2. AOCS Premium Content Library (Members only)
3. Library
4. About Us
5. Contact Us
6. Code of Conduct
7. Quick Start Guide
8. Post a Message
9. Share a File

Interior banner ads – Run-of-site
3 ads per month

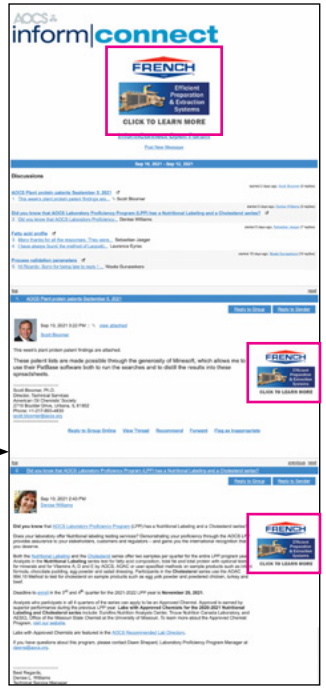
Individual post page

When a user submits a post (above), an email is triggered and arrives in opted-in subscriber's email inbox in real-time or as a daily digest email (to the right).

Open Forum banner ads
1 advertiser, 2 ads per month

Ads appear on each **post** and on the Real Time or Daily Digest inform|connect **emails**.

AOCS inform|connect email



Average **emails** sent per month: 300,000
Open rate: 13.8%

AOCS eNewsletter

The AOCS Newsletter is sent electronically to all AOCS members and thousands of other related industry professionals. The average distribution rate is 19,193 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.

The eNewsletter drops the third Thursday of every month.

Large ad
610 x 80
Sponsor rate: US $800/month
Only 1 space available per month

Small ad
295 x 80
Sponsor rate: US $650/month
Only 2 space available/per month

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INFORM SmartBrief

INFORM SmartBrief is the AOCS weekly news brief. With news specifically selected for the oils, fats, surfactants, or proteins 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 5,545 opt-in recipients with a professional interest in the science and technology of fats, oils, surfactants and detergents, and related materials receive *INFORM* SmartBrief.

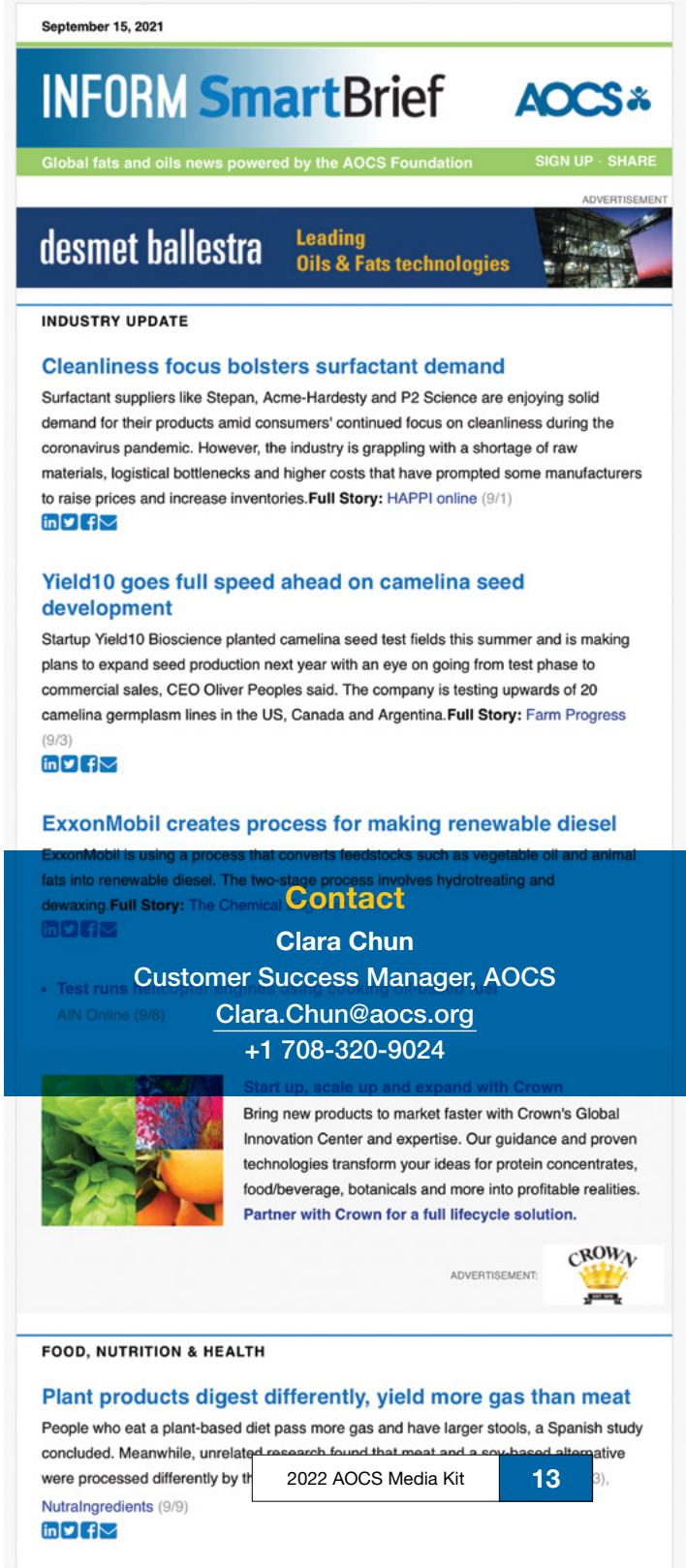
Advertising space is limited: We limit the number of ad placements so every advertiser is prominently featured.

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.

Ad unit	Monthly rate	Ad specs and features	
Leaderboard	**$1,750**	▪ Size: 728 x 90 pixels. 40k maximum; .gif or .jpg ▪ Click through URL ▪ Alternate text (100 characters maximum) can be embedded behind image ▪ No limits on animation, maximum 4 frames recommended	
Premium News Sponsor	**1,425**	▪ Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg ▪ Headline: 50 characters, excluding spaces ▪ Ad Image: 180 x 150 pixels. 30 k maximum; .gif or .jpg ▪ Copy: 300 characters maximum, excluding spaces ▪ Click Through URL	
News Sponsor	**1,250**	▪ Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg	
		PLUS Option A:	**PLUS Option B:**
		▪ Headline: 50 characters, excluding spaces ▪ Copy: 300 characters maximum, excluding spaces ▪ Click Through URL	▪ Banner: 468 x 60 pixels. 30k maximum; .gif or .jpg ▪ Click through URL ▪ Alternate text (100 characters maximum) can be embedded behind image ▪ No limits on animation, maximum 4 frames recommended

Material is due one week before campaign launch. Monthly rate is US dollars.



AOCS Sponsored Webinars

60-minute sponsored webinars starting at US $3,000!

Position your brand as an industry expert and engage with our global audience with **AOCS Sponsored Webinars.**

Audiences have come to expect a multi-dimensional experience when consuming content. **AOCS Sponsored Webinars** are digital broadcasts that engage our audience with a variety of tools to deliver consistently high-quality content. Our professional staff of content managers work with clients on best practices for creating an engaging digital experience.

Every **AOCS Sponsored Webinar** comes with a promotional package that creates awareness and drives registrations; includes marketing emails with custom links to your content, social media posts, and inclusion in the AOCS webinar calendar.

An AOCS Sponsored Webinar allows you to:

- ☑ Lead the conversation.
- ☑ Deliver your cutting-edge content.
- ☑ Showcase your expertise to our global audience.
- ☑ Build brand awareness.
- ☑ Generate leads — access to opt-in webinar registrant contact details.

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Choose from these webinar formats.

Thought Leadership

Deliver an educational presentation on a pressing topic. Showcase your expertise to a wide audience in an engaging way — all from the comfort of your office.

Product Demo

Demonstrate a new product and the solutions it offers. The Q&A will give you immediate feedback, helping to craft your message around the real concerns of your target audience.

Panel Discussion

No need to limit your webinar to one speaker! Our platform allows you to feature multiple speakers and a host to moderate your panel of experts.

AOCS meetings

Exhibit opportunities

AOCS offers exhibit opportunities at meetings and conferences for professionals from around the world. Each meeting creates a unique forum in which to market your products and services and engage with your target audience.

Sponsorship opportunities

AOCS invites companies and affiliated organizations to become sponsors at our 2022 meetings. These personalized marketing opportunities can give your company visibility and leadership status with each attendee.

2022 AOCS Annual Meeting & Expo

May 1–4, 2022
Atlanta, Georgia, USA | Online

annualmeeting.aocs.org

Sustainable Protein Forum

October 4–6, 2022
Chicago, Illinois, USA | Online

plantprotein.aocs.org

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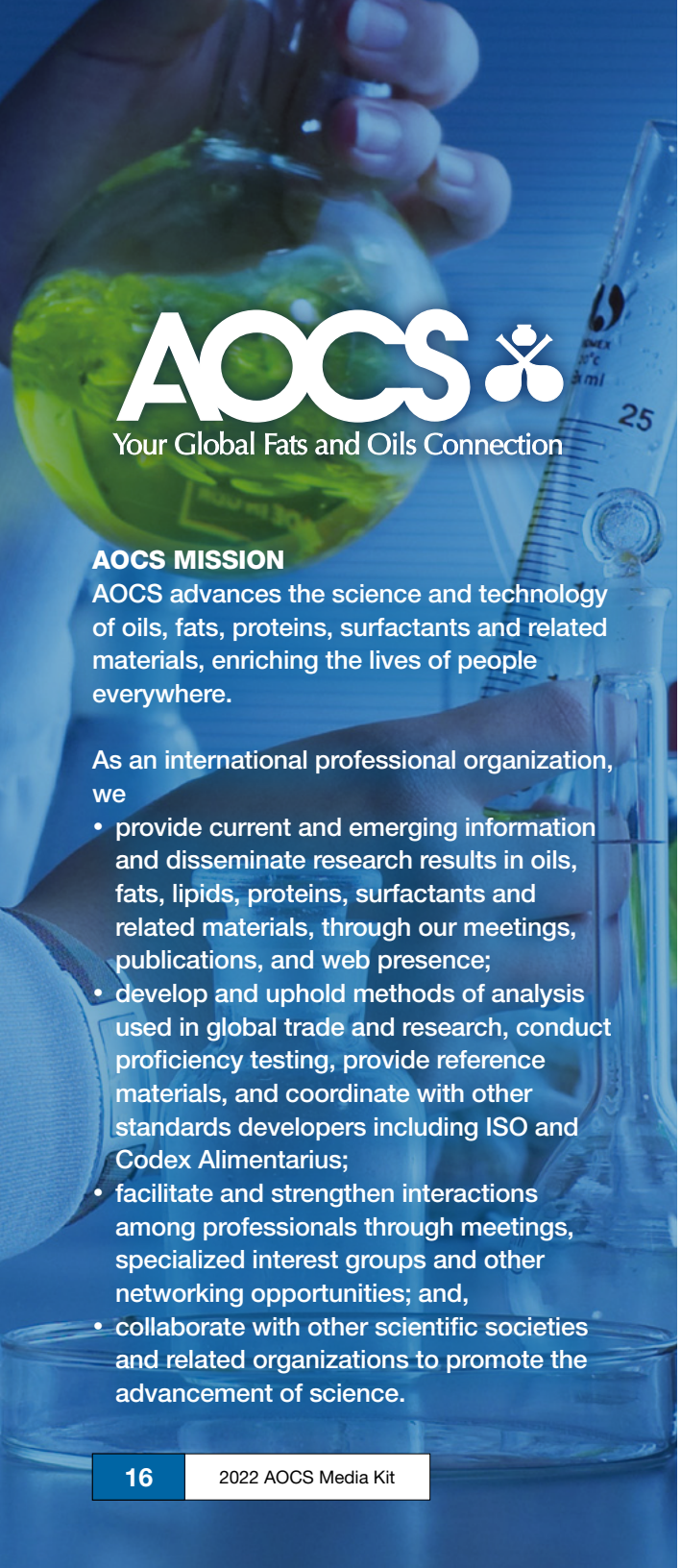

AOCS
Your Global Fats and Oils Connection

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

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

These dimensions are for all AOCS publications.

Sizes listed as width x height.

Add .125 in. on all 4 edges for print bleed allowance on 1-page bleed ads. Offset cropmarks and printers marks/page information .125 in. (so they print outside the bleed allowance).

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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.