



2024 Media and Partnerships Guide

[Publications](#) | [Email](#) | [Websites](#) | [Events](#) | [Webinars](#)

Reach your audience!

When you partner with AOCS, you unlock access to a community of passionate and inquisitive scientists, engineers, academics, and industry leaders. These people are on the front lines of addressing climate change through cutting-edge agricultural research and farming practices for a more sustainable world; revolutionizing agri-based industrial oil products; and delivering greener solutions to households around the world. AOCS also convenes industry professionals who are transforming the way we eat, tackling food shortages through alternative protein research and product development.

AOCS is a place where innovation and ideas flourish. Your company belongs here, too. Let's talk about a customized partnership and engagement package that meets your goals.



Our Community

28,000+ active participants

75% mid to senior career level

Job function: company management, plant operations, product development, quality analysis and control, engineering, research, analysis.

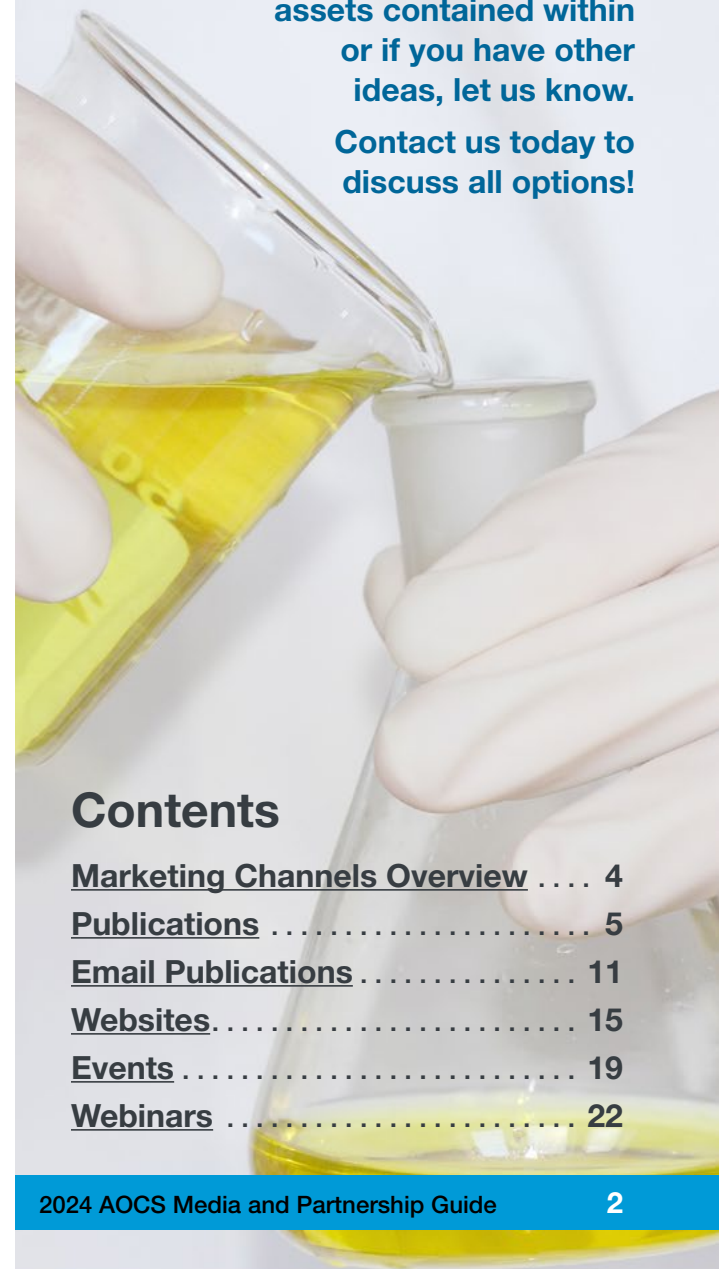
Job role: Management, engineer, chemist, analyst, researcher

Key interest areas: alternative proteins, biochemistry, biotechnology, cosmetics, chemical analysis, edible applications technology, health and nutrition, industrial oil products, lipid oxidation and quality, microscopy and imaging, oilseeds and fats, personal care product development and ingredients, phospholipids, specialty oils, surfactants and detergents.

Explore the ways you can cultivate higher company engagement across our community through these AOCS media and partnership opportunities.

We will work with you using the assets contained within or if you have other ideas, let us know.

Contact us today to discuss all options!



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Why advertise with AOCS?

- Fats, oils, surfactants, proteins, and related materials are used across a broad array of industries—from agriculture to consumer-packaged goods, chemical cleaners, and personal care products. Our scientific community represents billions of dollars in wholesale trade and consumer product development.
- AOCS offers a variety of print and digital advertising as well as event, exhibit, and sponsorship opportunities
- 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.

Publications



INFORM magazine
Print edition

**"This month in
INFORM"**
Email Reminder

INFORM magazine
Digital edition

Email



AOCS eNewsletter

**INFORM SmartBrief
Newsletter**

Dedicated eBlasts

Websites



AOCS.org

LipidLibrary.aocs.org

informconnect.org
with Open Forum Email

Events



**AOCS Annual
Meeting & Expo**

**Sustainable Protein
Forum**

**AOCS Midweek
Mixers**

Webinars




Thought Leadership

Product Demo

Panel Discussion

AOCS Marketing channels overview

Channel		Frequency	Stats
	INFORM magazine	Published monthly, 10x per year.	2,500 monthly circulation
	INFORM Digital Edition	Published monthly, 10x per year.	6,956 total monthly views
	"This month in INFORM" Email Reminder	Published monthly, 10x per year	24,000+ recipients
	AOCS eNewsletter	Drops the 3rd Thursday of each month	23,000 Monthly subscribers
	INFORM SmartBrief	Drops every Wednesday of the month	3,500+ Monthly subscribers
	Dedicated eBlasts	Limit: one per quarter. Available on a first-come/first-served basis.	28,000+ recipients
	aocs.org	Ads updated on first day of the month	63,000 Users per month
	lipidlibrary.aocs.org	Ads updated on first day of the month	20,000 Users per month
	informconnect.org	Ads updated on first day of the month	33,000+ Active Users
	inform connect Open Forum Posts + Email	Ads updated on first day of the month	61,000+ Monthly email impressions
	Co-located: AOCS Annual Meeting & Expo and Sustainable Protein Forum	Exhibit space, advertising, and multiple sponsorship opportunities— request a prospectus	
	AOCS Midweek Mixers	Multiple sponsorship opportunities	
	Webinars	Partner with AOCS in thought leadership within the industries we serve	



Publications



***INFORM* magazine**
Print edition

***INFORM* magazine**
Digital edition

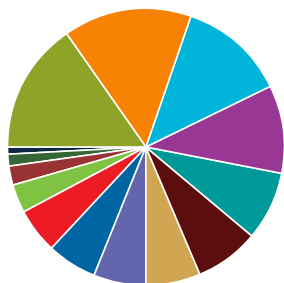
"This month in *INFORM*"
Email Reminder

INFORM

If you are in the business of fats, oils, surfactants, or proteins, this is where your brand must be.

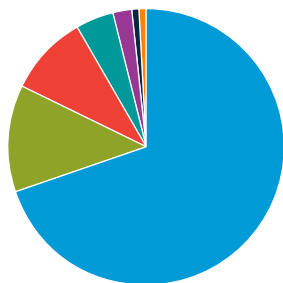
More than **2,500 members** representing over **1,000 companies** in **75+ countries** read *INFORM* magazine. Additionally, two open-access issues per year expand the digital reach of *INFORM* to the entire AOCS community and beyond. Advertising in *INFORM* ensures your message will be seen by readers most integral to your business.

Our readers



By job function

Applied Research	15.35%
Company Management and Plant Operations	14.95%
Basic Research	12.54%
Product Development	10.37%
QA/QC	7.96%
Sales and Marketing.	7.59%
Student.	6.25%
Chemist	6.21%
Analysis	5.96%
Teaching/Training	5.27%
Engineering.	3.14%
Other.	2.33%
Regulatory	1.35%
Technician.73%



By geographic region

North America	70.00%
Europe	12.28%
Asia.	9.50%
Central and South America	4.54%
Oceania	2.28%
Middle East.	0.72%
Africa	0.68%

2024 *INFORM* advertising rates

All prices in USD.

Size	10x 4C	5x 4C	3x 4C	1x 4C
1 page	\$2,880	\$3,008	\$3,120	\$3,200
1/2 page	1,872	1,955	2,020	2,080
1/3 page	1,728	1,805	1,875	1,920
1/4 page	1,296	1,354	1,400	1,440
	10x B/W	5x B/W	3x B/W	1x B/W
1 page	\$1,680	\$1,890	\$1,995	\$2,100
1/2 page	1,092	1,229	1,300	1,365
1/3 page	1,008	1,134	1,200	1,260
1/4 page	756	851	900	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

Print ads appear in *INFORM*'s digital edition at no extra charge.

Short Rates: Advertisers may be short-rated if, within a 12-month period, they do not run the number of placements that minimally meets their billed frequency rate.

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. All payments must be received in U.S. dollars. Payment terms are net 30 days. Payment option instructions will be provided on invoices. All balances past 60 days are subject to a 1.5% interest charge per month.

INFORM

2024 *INFORM* editorial calendar

(Subject to change.)

Issue	Interest Area	Topic	Ad Space Close	Materials Due
January	Health and Nutrition	Food Fight! The misleading, divisive advertising associated with healthy eating and sustainability	November 3, 2023	November 10, 2023
February	Industrial Oil Products	Deep eutectic solvents: The latest on this emerging class of green solvents	December 1, 2023	December 8, 2023
March	Processing	Something from nothing: Attempts to commercialize waste streams	January 12, 2024	January 19, 2024
April Annual Meeting Issue Open Distribution to 28,000+ Readers	Biotechnology	Engineering plants for better water use	February 16, 2024	February 23, 2024
May	Protein and Co-Products	Beginning with the end in mind: How protein processing affects function	March 15, 2024	March 22, 2024
June	Analytical	Raman spectroscopy for oils analysis	April 12, 2024	April 19, 2024
July/August	Surfactants and Detergents	Caring for clothes made from recycled plastic	May 17, 2024	May 24, 2024
September Open Distribution to 28,000+ Readers	Edible Applications Technology	Plant-based fat replacements	July 12, 2024	July 19, 2024
October	Phospholipid	Oleosomes	August 16, 2024	August 23, 2024
November/December	Lipid Oxidation and Quality	Antioxidant regeneration: How researchers are helping antioxidants work better	September 13, 2024	September 20, 2024



INFORM print ad specifications

1 PAGE BLEED

Trim
8.5 in. x 10.875 in.
216 x 277 mm

Live Area
7.5 in. x 9.875 in.
191 x 251 mm

Bleed
8.75 in. x 11.125 in.
223 x 283 mm

1 PAGE NON-BLEED

7.5 in. x 9.875 in.
191 x 251 mm

1/2 PAGE

7.25 in. x 4.75 in.
184 x 121 mm

1/2 PAGE VERT

3.5 in. x 9.875 in.
89 x 251 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

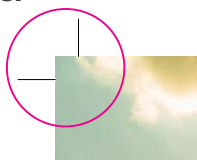
1/4 PAGE VERT

3.5 in. x 4.75 in.
89 x 121 mm

These dimensions are for all AOCS print publications.

Sizes listed as width x height.

Add .125 inches (3.175 mm) on all 4 edges for print bleed allowance on 1-page bleed ads. Offset cropmarks and printers marks/page information .125 inches (3.175 mm) so they print outside the bleed allowance.



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.



INFORM Digital Edition advertising

Average 2023 views = 6,956 per month
Returning readers = 60.66%

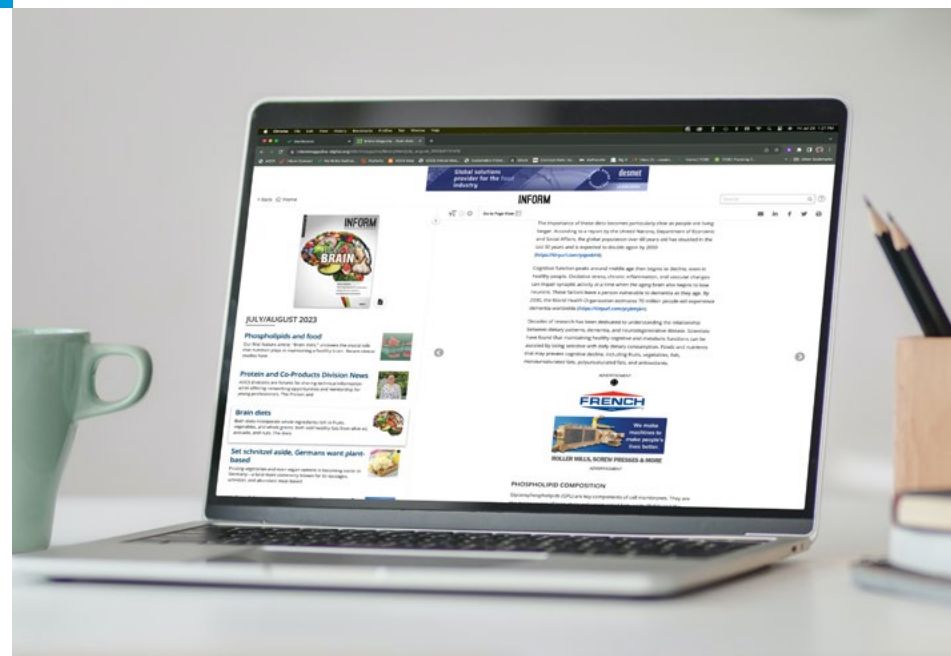
INFORM's Digital Edition provides advertisers:

- Enhanced opportunities for digital advertising placed throughout relevant feature articles.
- Inclusion of product or corporate videos within relevant feature content and targeting readers from your optimal client or prospect pool.
- Access to previous issues extending the life of your digital advertising among on-demand readers.

Additional reader benefits include:

- A responsive design that offers optimized reader views based on the reader's mobile device.
- Links to related resources for expanded information on high interest content.
- The ability to “clip and save” ads, stories for future reference or to share digitally with others.
- User-friendly keyword search functionality to access target-rich content.

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



INFORM Digital Edition advertising

Ad type	Description/Placement	Dimensions	2024 Rates
Top Leaderboard	Ads can be static images or Google Ad Manager	960x90 728x90	\$15,000 per year (10 issues)
Bottom Banner	Ads can be static images or Google Ad Manager Banner must float and contain a close button	960x90 728x90	\$1,500 per issue \$1,000 per issue
Sponsored Module	Banner ad slot located in the navbar	300x250	\$800 per issue
Navbar Sponsorship	Banner ad slot located in sidebar on desktop, between modules on mobile	320x50	\$650 per issue
TOC Rectangle	TOC Rectangle can be static images or Google Ad Manager	300x250 300x100	\$750 per issue \$600 per issue
TOC Interleaved	TOC Rectangle can be static images or Google Ad Manager TOC Interleaved can be static images only	320x50, 300x50	\$550 per issue
Full Page Interstitial	Cloned from full-page print ad	Replica of Print Ad	No charge, available to Print advertisers only.
Fractional Ads	Extracted from Print Page Size as close as possible to value of print ad Placed within articles <i>Replicates fractional print ad as closely as possible. Sizes may vary based on screen size.</i>	1/2 page 1/3 page 1/4 page	No charge, available to Print advertisers only.
Digital Banner Ads	Placed by publisher Supports images (gif, png, jpg), video or iframed content (e.g. polls) Placed on any page	728 x 90 Rectangle 360 x 280 Square 240 x 400 Skyscraper	\$800 per issue \$650 per issue \$650 per issue

All prices in USD.



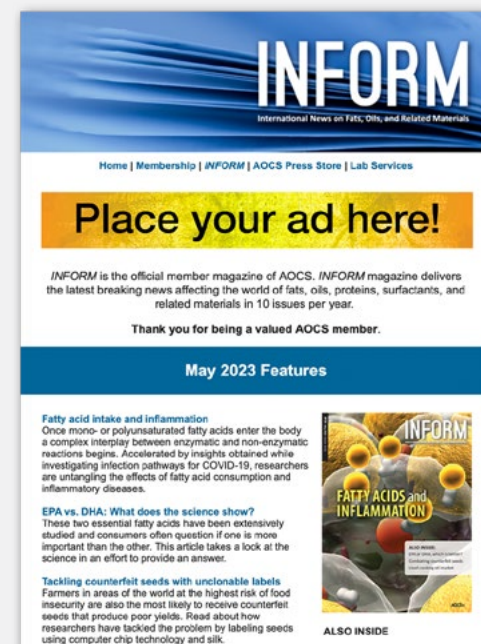
“This month in *INFORM*”

Email reminder digital ad

24,000+ recipients
22% open rate
1.5% clicks

For each issue of *INFORM* Magazine, AOCS members receive an email reminder that the new digital edition is available for viewing. Be the exclusive advertiser for this monthly (with the exception of the two combined issues of July/August and November/December) email reminder. Your ad will be prominently featured on the email itself.

Size	Availability	Rate
Top large banner ad 610 x 80	1 per month	\$750





Email Publications



AOCS eNewsletter

INFORM SmartBrief
Newsletter

Dedicated eBlasts

AOCS eNewsletter

Audience: 25,000

Open rate: 30%

The AOCS eNewsletter is sent electronically to all AOCS members and other professionals in related industries. 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 eNewsletter.

2024 AOCS eNewsletter advertising rates

Size	Availability	Rate	All prices in USD.
1 Large ad 610 x 80	1 per month	\$950	
2 Small ad 295 x 80	2 per month	800	

The eNewsletter drops the third Thursday of every month.
Advertising materials are due the second Thursday of the month.

AOCS Meetings | Technical Services | AOCS Press Store April 21, 2022

Celebrate AOCS Award Winners

AOCS recognizes outstanding members of our community

AOCS Awards celebrate individuals that make exceptional contributions to science, technology, industry, our Society and the world. More than 30 scientists and technical professionals won an award this year in recognition of their achievements or service to the Society.

Award winners will be recognized throughout the **2022 AOCS Annual Meeting & Expo**, including at the Opening Celebration, during select technical sessions, and Division luncheons and dinners.

Explore spotlights on this year's winners to learn more about them:

- Professional Awards
- Student Awards
- Paper Awards

Congratulations to all of this year's winners!

Maintaining manners during peer review

A well-executed peer review improves scientific quality, verifies the originality of the reported research and most importantly helps advance a researcher's career. [Join AOCS](#) to read this article and learn five key tips on how to share effective feedback to improve manuscript quality.

1

Inefficiency is the enemy. CONQUER IT.

Participate!

Register now!

Remembering Albert J. Dijkstra

We were sorry to learn last month that longtime member Albert J. Dijkstra passed. He led a distinguished career and often gave back by offering his insight on [Inform|connect](#). If you haven't already, you can share your memories of Albert and read the memories of others in [this Inform|connect post](#).

2

Excellence in Distillation Equipment & Services

Expect more growth opportunities

AOCS inform|connect

An online community and knowledge center where scientists and technical professionals can exchange ideas, ask and answer technical questions, and access resources related to the science and technology of fats, oils, proteins, surfactants and related materials.

INFORM SmartBrief

Audience: 3,500+

- 11,000+ opens per month
- 9.77% monthly click-through rate
- 34.3% open rate
- 9,375 total clicks

INFORM SmartBrief is the AOCS weekly news brief featuring news that specifically targets the oils, fats, surfactants, and proteins industry. This publication delivers need-to-know information from around the globe and has achieved exceptional readership among the AOCS audience. It includes important industry news, the latest developments in regulations and research, and more.

Subscribers: With a focus on the science and technology of fats, oils, surfactants and detergents, and related materials, more than 3,500 opt-in recipients receive the *INFORM SmartBrief* weekly eNewsletter.

Distribution: *INFORM SmartBrief* is delivered by email to our subscriber audience every Wednesday.

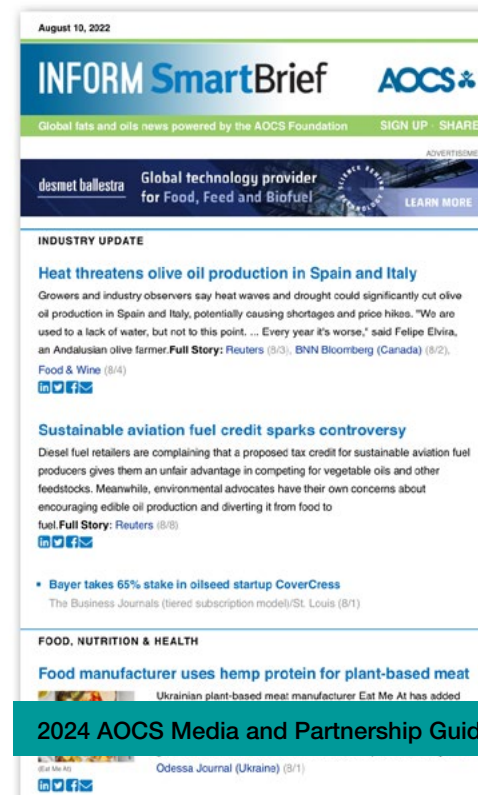
Advertising space is limited: We limit the number of ad placements so every advertiser is prominently featured.

Ad unit	Monthly rate	Ad specs and features	
Leaderboard	\$1,750	<ul style="list-style-type: none"> • 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	1,500	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg 	
		PLUS Option A: <ul style="list-style-type: none"> • Headline: 50 characters, excluding spaces • Copy: 300 characters maximum, excluding spaces • Click Through URL 	PLUS Option B: <ul style="list-style-type: none"> • 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

Ad material is due one week before campaign launch. Monthly rate in US dollars.

CONTACT Travis Skodack, CAE, Director, Membership, AOCS | travis.skodack@aoocs.org | +1 217-693-4897

This eNewsletter amasses timely and valuable news from other industry publications and delivers it to the AOCS community via email on a weekly basis. This is an excellent opportunity to get in front of industry professionals who are hungry for up-to-the-minute initiatives, research and other educational content from third-party new sources.



Dedicated eBlasts

**Audience: 28,000+
industry professionals**

Deliver your branded and customized message via email when you provide us with your HTML email message. We will drop it into our email enterprise system and distribute it electronically. All recipients will receive the email as showing “from AOCS” improving the open rate because it is coming from a known and trusted source.

Dedicated eBlasts are limited to one per quarter and available on a first-come/first-served basis only.

Investment: \$3,500 USD



AOCS

Websites



AOCS.org

LipidLibrary.aocs.org

informconnect.org
with Open Forum Email

AOCS website — aocs.org

Averages over 46,600 users per month with
1.6 million page views per year

2024 AOCS website advertising rates

Size location	12 months	6 months	3 months
Home Page banner* square 300 x 250	\$675/month	Annual only	Annual only
Square 300 x 250 side	350/month	\$375/month	\$475/month
Square 360 x 280 bottom	350/month	375/month	475/month
Rectangle 728 x 90 bottom	350/month	375/month	475/month

*Six banner ads available on the aocs.org Home Page

Ad material is due one week prior to the first of the month. All prices in USD.

Electronic ad specifications:

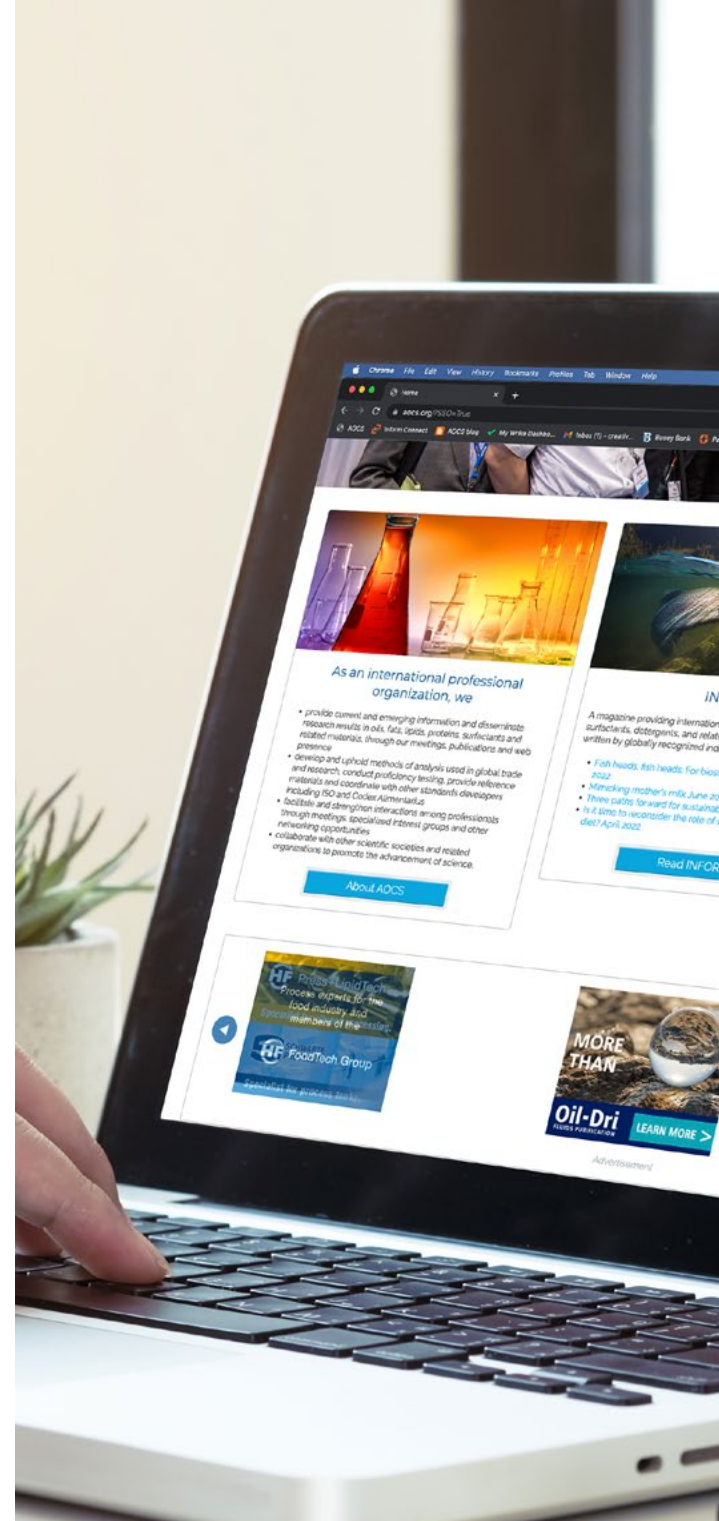
Specifications: .GIF file format (100dpi, 256 colors)

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.



AOCS Lipid Library®

15,000+ users per month

The AOCS Lipid Library® is one of the leading online sources of information related to lipid science and technology today. This site is for technologists, scientists, and researchers to access valuable information on lipid chemistry and technology. With over 15,000 visitors per month, you will gain exposure to this specialized audience with a focused interest in lipids.

2024 AOCS Lipid Library® website advertising rates

Size location	12 months	6 months	3 months
Home Page banner* square 300 x 250	\$675/month	Annual only	Annual only
Square 300 x 250 side	350/month	\$375/month	\$475/month
Square 360 x 280 bottom	350/month	375/month	475/month
Rectangle 728 x 90 bottom	350/month	375/month	475/month

*Six banner ads available on the AOCS Lipid Library® Home Page

Ad material is due one week prior to the first of the month. 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.



AOCS inform|connect

28,000+ active users
52,000+ monthly email impressions

Email Digest Banner Ad and Branded Posts

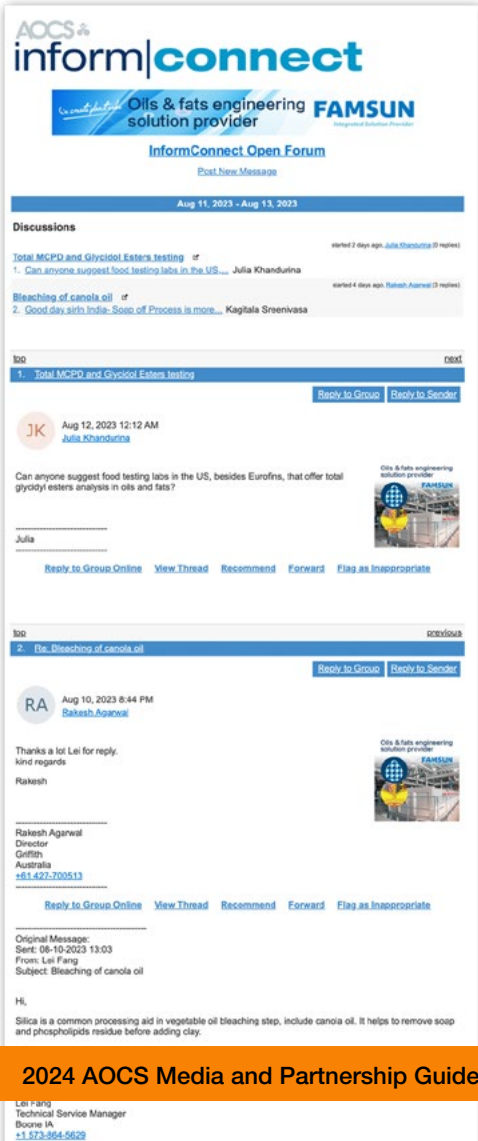
AOCS inform|connect is a dynamic, global opt-in subscriber community exchanging information and providing solutions to real-world challenges affecting bio-based products and technologies.

Your investment includes a 728x90 top email banner and a 200x200 square ad inside each post.

2024 AOCS inform|connect advertising rates

Duration	Investment
1 month	\$1,750 per month
3 months	\$1,500 per month
12-month exclusive	\$15,000 per year

Ad material is due one week prior to the first of the month. All prices in USD.



AOCS

Events



**AOCS Annual
Meeting & Expo**

**Sustainable Protein
Forum**

**AOCS Midweek
Mixers**

AOCS meetings

Exhibit opportunities

AOCS is offering exhibit opportunities at its 2024 combined Annual Meeting & Expo and Sustainable Protein Forum, taking place from April 28–May 1, in Montreal at the Palais des congrès. This event convenes industry professionals from around the world.

This co-located event for 2024 offers 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 sponsor our 2024 meeting. We offer personalized marketing opportunities to cultivate optimal visibility for your company with many options that will position your organization and team members as industry leaders among event attendees.



2024 AOCS Annual Meeting & Expo

annualmeeting.aocs.org



Sustainable Protein Forum

sustainableprotein.aocs.org

Co-located

April 28–May 1, 2024

Palais des congrès de Montréal, Montreal, Québec, Canada

For exhibit space, advertising, and sponsorship opportunities, [request a prospectus](#)

Let's talk about a customized partnership and engagement package that amplifies your presence and sets you apart at the 2024 AOCS Annual Meeting & Expo and Sustainable Protein Forum.



Host a Midweek Mixer

Midweek Mixers present an opportunity to feature your company among actively engaged industry professionals. When you sponsor a Midweek Mixer, you'll work with the AOCS team to develop a topic and then lead a timely conversation with engaged members, understand their perceptions around the topic, and hone your organizational knowledge to create actionable ideas.

Mixers are open to AOCS members and non-members. A Mixer is a perfect way to convene attendees in a learning, networking, or collaborative experience while conducting a business development initiative in a social and friendly setting that maximizes attendee participation and offers subject matter feedback and insights.

AOCS handles the promotion so our community knows about the event and signs up. All you need to do is log on and host.

Investment: \$750 USD

Benefits of hosting include:

- Your company logo on the scheduled Midweek Mixer web page
- Announcement of the upcoming Mixer inclusive of your logo and recognition as the sponsor in the two preceding AOCS eNewsletters
- Your logo and “supported by” information on the event registration page
- Mixer event promotion on AOCS social media channels inclusive of recognition of your company as the supporting partner
- A contact list of attending Mixer participants (opt-ins only)





Thought Leadership

Product Demo

Panel Discussion



Trans Isomers



- Fatty acids in vegetable oils are usually in the cis configuration
- Trans acids formed by hydrogenation of vegetable oils during heating and hydrogenation
- Trans acids believed to be more harmful to health than saturated fats

C18:1 *cis* – oleic acid – melting point 14°C

C18:1 *trans* – elaidic acid – melting point 44°C

AOCS Sponsored Webinars

Position your company as an industry leader and feature a team member as a thought leader as you engage with our global AOCS audience on key industry learnings and insights by sponsoring an AOCS webinar.

Investment: \$3,000 USD

Our professional staff works with partners to create an engaging, informative, and impactful digital learning experience for industry professionals within the AOCS community. Every AOCS partner-supported webinar allows you to lead the conversation and build your company's brand, by presenting best-in-class content that showcases your expertise to our global AOCS member audience.

Benefits of support include:

- ✓ Webinar promotion to drive viewer registrations showcasing your company's logo and support.
- ✓ Branded marketing emails with links to your content.
- ✓ Partner and event promotion through AOCS social media channels.
- ✓ Event, including recognition of your company, posted to the AOCS webinar calendar.
- ✓ A contact list of live webinar attendees (based on opt-ins).
- ✓ Webinar and company recognition accessible from the AOCS website via the webinar library for a minimum of one year, longer if the content is evergreen.

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.



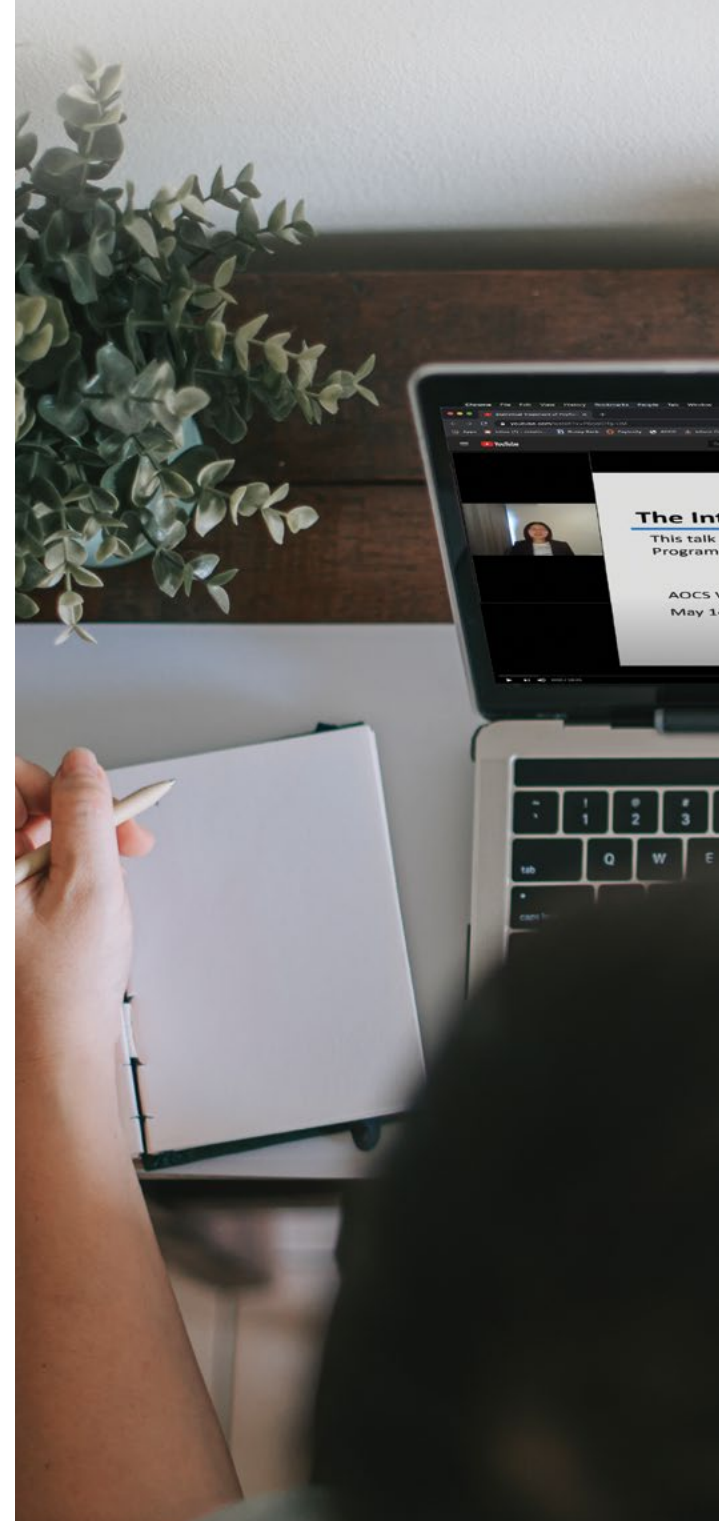
Product Demo

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 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.