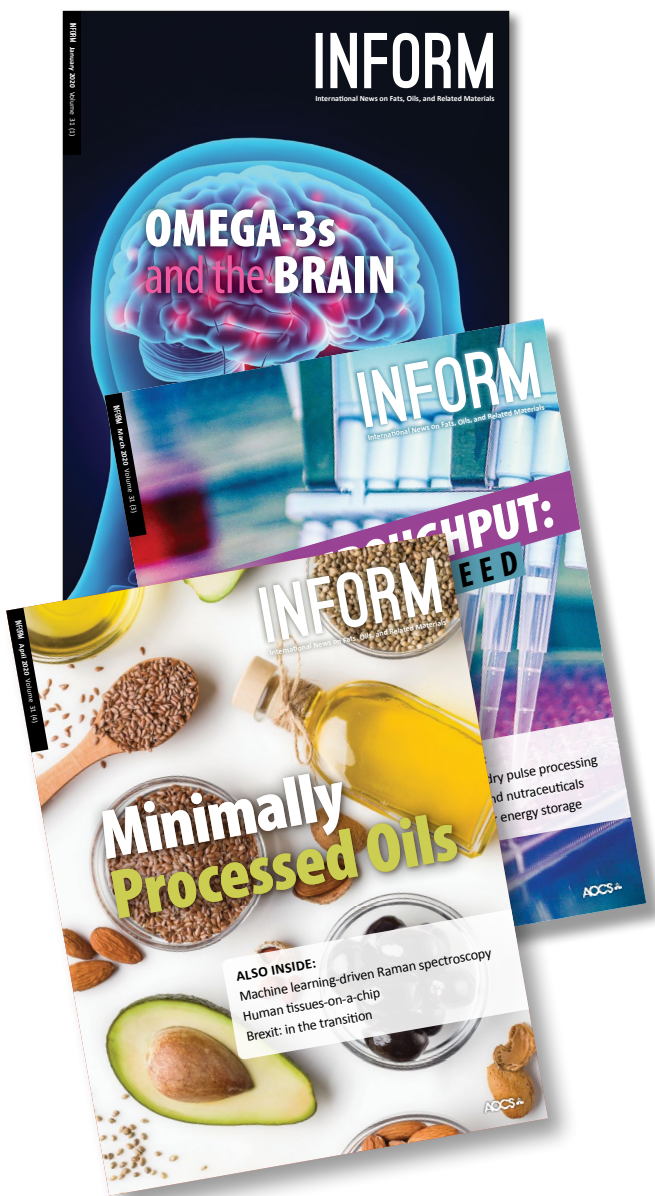


If you are in the business of fats and oils, this is where your brand must be.

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.



2021 *INFORM* Advertising Rates

(in US dollars)

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 & 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.)

Per column inch	10×	5×	3×	1×
	\$70	\$75	\$90	\$95

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.