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

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

<table>
<thead>
<tr>
<th>Bronze Level</th>
<th>Silver Level</th>
<th>Gold Level</th>
<th>Platinum Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>—</td>
<td>$600</td>
<td>$800</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

- Credit towards exhibiting or advertising
- 50% off introductory INFORM magazine advertisement

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
## Marketing channels at a glance

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

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.

<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>
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<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 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
## 2022 INFORM editorial calendar

(Subject to change.)

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

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

Average 2020 page views = 7,835+ / month

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

Contact Clara Chun
Customer Success Manager, AOCS
Clara.Chun@aocs.org
+1 708-320-9024

2022 INFORM Digital Edition advertising rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard Sponsorship</td>
<td>Large Leaderboard (1 only)</td>
<td>$15,000 per year</td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>728 x 90 Rectangle</td>
<td>500 per issue</td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>360 x 280 Square</td>
<td>500 per issue</td>
</tr>
<tr>
<td>Blow In Ad</td>
<td>240 x 400 Fat Skyscraper</td>
<td>500 per issue</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>
</tr>
</tbody>
</table>
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
Customer Success Manager
AOCS
Clara.Chun@aocs.org
+1 708-320-9024

2022 AOCS website advertising rates

<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>Home Page*</td>
<td>500/month</td>
<td>n/a</td>
</tr>
</tbody>
</table>

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.
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

<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>Home Page*</td>
<td>500/month</td>
<td>n/a</td>
</tr>
</tbody>
</table>

*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.

Contact Clara Chun
Customer Success Manager, AOCS
Clara.Chun@aocs.org
+1 708-320-9024
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

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

Opportunities for brand awareness

informconnect.org

- Home page
- Run-of-site across 9 web pages
- Individual post page
- AOCS inform|connect email

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

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.

Home page banner ads
6 ads per month on carousel

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

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

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

**Contact Clara Chun**
Customer Success Manager, AOCS

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

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**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
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.

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.

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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>Leaderboard</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>Premium News Sponsor</td>
<td>1,425</td>
<td>• Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg</td>
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<td>• Headline: 50 characters, excluding spaces</td>
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<td>• Ad Image: 180 x 150 pixels. 30k maximum; .gif or .jpg</td>
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<td>• Copy: 300 characters maximum, excluding spaces</td>
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<td>PLUS Option B:</td>
<td>• Headline: 50 characters, excluding spaces</td>
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<td>• Banner: 468 x 60 pixels. 30k maximum; .gif or .jpg</td>
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<td>• Alternate text (100 characters maximum) can be embedded behind image</td>
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<td>• No limits on animation, maximum 4 frames recommended</td>
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</table>

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

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.

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.

Contact Clara Chun
Customer Success Manager, AOCS
Clara.Chun@aocs.org
+1 708-320-9024
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

Contact Clara Chun | Clara.Chun@aocs.org | +1 708-320-9024
### Print ad specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
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</thead>
</table>
| 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 |
| 1/3 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.

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

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**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.