Reach your audience!

When you partner with AOCS, you unlock access to a community of passionate and inquisitive scientists, engineers, academics, and industry professionals. People addressing climate change through cutting-edge agriculture research and farming practices. People revolutionizing industrial oil products and bringing green cleaning solutions to households around the world. People transforming the way we eat and 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

30,000+ active participants
75% mid to senior career level

Job functions: applied research, basic research, company management, product development, quality analysis/quality control, chemist, analyst, engineer

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.
Why advertise with AOCS?

- Fats, oils, surfactants, proteins, and related materials are used across a broad array of industries—from agriculture to consumer packaged foods and chemical cleaners to 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.
- 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.

**Publications**

- *INFORM* magazine
  - Print edition
- *INFORM* magazine
  - Digital edition

**Email**

- AOCS Newsletter
- *INFORM* SmartBrief Newsletter

**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
## Marketing channels overview

<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><strong>INFORM magazine</strong></td>
<td>Published monthly, 10x per year.</td>
<td>2,500 monthly circulation</td>
<td>4 Color</td>
<td>2-Page spread</td>
<td>Multiple</td>
</tr>
<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><strong>INFORM Digital Edition</strong></td>
<td>Published monthly, 10x per year.</td>
<td>7,800 total monthly views</td>
<td>Leaderboard</td>
<td></td>
<td>1 per year</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Blow In banner ad</td>
<td></td>
<td>Multiple</td>
</tr>
<tr>
<td><strong>AOCS Newsletter</strong></td>
<td>Drops the 3rd Thursday of each month</td>
<td>23,000 Monthly subscribers</td>
<td>Banner ad Large</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Banner ad Small</td>
<td></td>
<td>2 per month</td>
</tr>
<tr>
<td><strong>INFORM SmartBrief</strong></td>
<td>Drops every Wednesday of the month</td>
<td>5,500 Monthly subscribers</td>
<td>Leaderboard</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Premium News Sponsor</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>News Sponsor</td>
<td></td>
<td>3 per month</td>
</tr>
<tr>
<td><strong>aocs.org</strong></td>
<td>Ads updated on first day of the month</td>
<td>63,000 Users per month</td>
<td>Home page banner ad</td>
<td></td>
<td>6 per month</td>
</tr>
<tr>
<td><strong>lipidlibrary.aocs.org</strong></td>
<td>Ads updated on first day of the month</td>
<td>20,000 Users per month</td>
<td>Home page banner ad</td>
<td></td>
<td>6 per month</td>
</tr>
<tr>
<td><strong>informconnect.org</strong></td>
<td>Ads updated on first day of the month</td>
<td>33,000+ Active Users</td>
<td>Homepage banner ad</td>
<td></td>
<td>6 per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Run-of-Site/Interior banner, top</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Run-of-Site/Interior banner, side</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Run-of-Site/Interior banner, bottom</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td><strong>informconnect Open Forum Posts + Email</strong></td>
<td>Ads updated on first day of the month</td>
<td>61,000+ Monthly email impressions</td>
<td>Banner ads</td>
<td></td>
<td>1 per month</td>
</tr>
<tr>
<td><strong>AOCS Annual Meeting &amp; Expo</strong></td>
<td>Exhibit space, advertising, and multiple sponsorship opportunities—<a href="#">request a prospectus</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sustainable Protein Forum</strong></td>
<td>Exhibit space, advertising, and multiple sponsorship opportunities—<a href="#">request a prospectus</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AOCS Midweek Mixers</strong></td>
<td>Multiple sponsorship opportunities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Webinars</strong></td>
<td>Partner with AOCS in thought leadership within the industries we serve</td>
<td></td>
<td></td>
<td></td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*All prices in USD. Frequency discounts available. See detail page for full pricing.
INFORM magazine
Print edition

INFORM magazine
Digital edition
More than 2,500 members representing over 1,000 companies in 107 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.*

### 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: 0.73%

**By geographic region**
- North and Central America: 70.47%
- Europe: 12.50%
- Asia: 10.98%
- South America: 3.09%
- Oceania: 2.57%
- Africa: 0.39%

### 2023 INFORM advertising rates

All prices in USD.

<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 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 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.
2023 *INFORM* editorial calendar

(Subject to change.)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Interest Area</th>
<th>Topic</th>
<th>Ad Space Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Processing</td>
<td>Pilot plant experiments</td>
<td>November 4, 2022</td>
<td>November 11, 2022</td>
</tr>
<tr>
<td>February</td>
<td>Biotechnology</td>
<td>Nanolipids</td>
<td>December 2, 2022</td>
<td>December 9, 2022</td>
</tr>
<tr>
<td>March</td>
<td>Lipid Oxidation and</td>
<td>The latest in lipid preservation</td>
<td>January 11, 2023</td>
<td>January 18, 2023</td>
</tr>
<tr>
<td></td>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Analytical</td>
<td>Standardizing and</td>
<td>February 15, 2023</td>
<td>February 22, 2023</td>
</tr>
<tr>
<td></td>
<td></td>
<td>authenticating avocado oil</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Industrial Oil Products</td>
<td>Green processing efforts</td>
<td>March 17, 2023</td>
<td>March 24, 2023</td>
</tr>
<tr>
<td>June</td>
<td>Health and Nutrition</td>
<td>Are gamers the next</td>
<td>April 14, 2023</td>
<td>April 21, 2023</td>
</tr>
<tr>
<td></td>
<td></td>
<td>important consumer group?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>July/August</td>
<td>Phospholipid</td>
<td>Phospholipids and mental health</td>
<td>May 19, 2023</td>
<td>May 26, 2023</td>
</tr>
<tr>
<td>September</td>
<td>Surfactants and</td>
<td>Toxic predictability models for</td>
<td>July 14, 2023</td>
<td>July 21, 2023</td>
</tr>
<tr>
<td></td>
<td>Detergents</td>
<td>surfactants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Edible Applications</td>
<td>Algal oil food applications</td>
<td>August 18, 2023</td>
<td>August 25, 2023</td>
</tr>
<tr>
<td></td>
<td>Technology</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>November/</td>
<td>Protein and Co-</td>
<td>Protein quality</td>
<td>September 15, 2023</td>
<td>September 22, 2023</td>
</tr>
<tr>
<td>December</td>
<td>Products</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
INFORM Digital Edition advertising

Average 2022 page views = 10,014+ / month

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.

## INFORM Digital Edition advertising

Average 2020 page views = 7,835+ / month

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Description/Placement</th>
<th>Dimensions</th>
<th>2023 Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Leaderboard</td>
<td>Ads can be static images or Google Ad Manager Available in Reading View and Page View</td>
<td>960x90, 728x90</td>
<td>$15,000 per year (10 issues)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bottom Banner</td>
<td>Ads can be static images or Google Ad Manager Available in Reading View and Page View Banner must float and contain a close button</td>
<td>960x90, 728x90</td>
<td>$1,500 per issue $1,000 per issue</td>
</tr>
<tr>
<td>Sponsored Module</td>
<td>Banner ad slot located in the navbar Available in Reading View</td>
<td>300x250</td>
<td>$800 per issue</td>
</tr>
<tr>
<td>Navbar Sponsorship</td>
<td>Banner ad slot located in sidebar on desktop, between modules on mobile Available in Library Reading View only</td>
<td>320x50</td>
<td>$650 per issue</td>
</tr>
<tr>
<td>TOC Rectangle</td>
<td>TOC Rectangle can be static images or Google Ad Manager</td>
<td>300x250, 300x100</td>
<td>$750 per issue $600 per issue</td>
</tr>
<tr>
<td>TOC Interleaved</td>
<td>TOC Rectangle can be static images or Google Ad Manager TOC Interleaved can be static images only Interleaved Ads Available Only in Reading View</td>
<td>320x50, 300x50</td>
<td>$550 per issue</td>
</tr>
<tr>
<td>Full Page Interstitial</td>
<td>Cloned from full-page print ad Available in Reading View</td>
<td>Replica of Print Ad</td>
<td>No charge, available to Print advertisers only.</td>
</tr>
<tr>
<td>Fractional Ads</td>
<td>Extracted from Print Page Size as close as possible to value of print ad Placed within articles Available in Reading View Replicates fractional print ad as closely as possible. Sizes may vary based on screen size.</td>
<td>1/2 page, 1/3 page, 1/4 page</td>
<td>No charge, available to Print advertisers only.</td>
</tr>
<tr>
<td>Blow-in Ads</td>
<td>Placed by publisher Supports images (gif, png, jpg), video or iframed content (e.g. polls) Placed on any page Available in Page View</td>
<td>728 x 90</td>
<td>Rectangle $800 per issue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>360 x 280</td>
<td>Square $650 per issue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>240 x 400</td>
<td>Skyscraper $650 per issue</td>
</tr>
<tr>
<td>Two-Page cover</td>
<td>Placed by publisher File placed in new issue files Appears before cover Available in Page View</td>
<td>Same size as PDF pages</td>
<td>$3,500 per issue</td>
</tr>
</tbody>
</table>

Rates in US dollars
AOCS Newsletter

Audience: 23,000
Open rate: 22%

The AOCS Newsletter 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 Newsletter.

2023 AOCS Newsletter advertising rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Availability</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large ad</td>
<td>1 per month</td>
<td>$950</td>
</tr>
<tr>
<td>Small ad</td>
<td>2 per month</td>
<td>$800</td>
</tr>
</tbody>
</table>

All prices in USD.

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

**Audience:** 8,000+

**INFORM SmartBrief** is emailed to our targeted audience. Every Wednesday, INFORM SmartBrief is mailed to our targeted audience. Advertisers space is limited: We limit the number of ad placements so every advertiser is prominently featured.

**Subscribers:** More than 8,000 opt-in recipients with a professional interest in the science and technology of fats, oils, surfactants and detergents, and related materials receive INFORM SmartBrief.

**Distribution:**

- **Ad unit**
  - Leaderboard
  - Premium News Sponsor
  - News Sponsor

- **Monthly rates**
  - Leaderboard: $1,750
  - Premium News Sponsor: $1,500
  - News Sponsor: $1,250

- **Ad specs and features**
  - Leaderboard:
    - 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:
    - 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:
    - Ad Logo: 120 x 60 pixels. 30k maximum; .gif or .jpg
    - Headline: 50 characters, excluding spaces
    - Copy: 300 characters maximum, excluding spaces
    - Click Through URL

- **PLUS Option A:**
  - 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

- **PLUS Option B:**
  - 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**

Katie Bender, Director, Partnerships, AOCS  |  Katie.bender@aocs.org  |  +1 (217) 693-4901
Websites

AOCS.org

LipidLibrary.aocs.org

informconnect.org

with Open Forum Email
Averages over
63,000 users per month
2.2 million pageviews per year

2023 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><strong>Home Page banner</strong>*</td>
<td>square</td>
<td>$750/month</td>
<td>Annual only</td>
<td>Annual only</td>
</tr>
<tr>
<td>Square</td>
<td>300 x 250</td>
<td>$375/month</td>
<td>$400/month</td>
<td>$500/month</td>
</tr>
<tr>
<td>Square</td>
<td>360 x 280</td>
<td>375/month</td>
<td>400/month</td>
<td>500/month</td>
</tr>
<tr>
<td>Rectangle</td>
<td>728 x 90</td>
<td>375/month</td>
<td>400/month</td>
<td>500/month</td>
</tr>
</tbody>
</table>

*Six banner ads available on 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®

20,000+ 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 students, technologists, scientists and laypersons to learn more about lipid chemistry and technology. With over 20,000 visitors per month, you can gain exposure to this unique audience.

2023 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><strong>Home Page banner</strong></td>
<td>square</td>
<td>300 x 250</td>
<td>$750/month</td>
<td>Annual only</td>
</tr>
<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>300/month</td>
<td>350/month</td>
</tr>
<tr>
<td>Rectangle</td>
<td>728 x 90</td>
<td>bottom</td>
<td>300/month</td>
<td>350/month</td>
</tr>
</tbody>
</table>

*Six banner ads available on 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 is a dynamic, global community exchanging information and providing solutions to real-world challenges affecting bio-based products and technologies.

33,000+ active users
61,000+ monthly email impressions

Opportunities for brand awareness

Home page

Run-of-site across 9 web pages

Individual post page

AOCS inform|connect email

Informconnect.org

**Positions**

<table>
<thead>
<tr>
<th>Positions</th>
<th>Ad Specs</th>
<th>Cost/ month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page banner ads</td>
<td>300 x 250</td>
<td>$1,000</td>
</tr>
<tr>
<td>Open Forum banner ads — Individual post and emails</td>
<td>728 x 90 (top) 200 x 200</td>
<td>$1,500</td>
</tr>
<tr>
<td>Interior banner ad — Run-of-site</td>
<td>640 x 125 (top)</td>
<td>$800</td>
</tr>
<tr>
<td></td>
<td>125 x 300 up to 125 x 1,000 (side)</td>
<td>$550</td>
</tr>
<tr>
<td></td>
<td>962 x 125 (bottom)</td>
<td>$650</td>
</tr>
</tbody>
</table>

Ad material is due one week prior to the first of the month. All prices in USD.
AOCS Annual Meeting & Expo

Sustainable Protein Forum

AOCS Midweek Mixers

CONTACT Katie Bender, Director, Partnerships, AOCS | Katie.bender@aocs.org | +1 (217) 693-4901
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 2023 meetings. These personalized marketing opportunities can give your company visibility and leadership status with each attendee.

2023 AOCS Annual Meeting & Expo
April 30–May 3, 2022
Colorado Convention Center, Denver, Colorado, USA
Exhibit space, advertising, and multiple sponsorship opportunities—request a prospectus annualmeeting.aocs.org

Sustainable Protein Forum
2023
To be announced
Exhibit space, advertising, and multiple sponsorship opportunities—request a prospectus sustainableprotein.aocs.org

Let's talk about a customized partnership and engagement package that sets you apart as an industry leader.
Host a Midweek Mixer

Midweek Mixers present an opportunity to put your company front and center. When you sponsor a Mixer, you’ll work with the AOCS team to develop a topic and then lead a timely conversation to engage members, understand their perceptions around the topic, and hone your organizational knowledge to create actionable ideas.

Mixers can be served up to AOCS members and non-members. Whether you want to engage attendees in a learning, networking, or collaborative experience, you can use the Mixer to conduct business development in a social and friendly setting that maximizes attendee participation and subject matter feedback and insights.

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

Investment: $750

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 e-newsletters
- 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)
AOCS Sponsored Webinars

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

Our professional staff of content managers works with partners to create an engaging, informative, and impactful digital learning experience.

Every AOCS partner-supported webinar allows your company to lead the conversation and build 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.
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

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.

These dimensions are for all AOCS 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.