

www.aocs.org

2010 Media Kit



Your Global Fats and Oils Connection

Oil Mill Gazetteer

Oil Mill Gazetteer, a publication of the International Oil Mill Superintendents Association with subscribers worldwide, has been around since 1894—one of the longest-lasting publications you'll find in any field! A foundation of the magazine, and a mandate of its originators, was that the magazine be an informational tool for the Superintendents Association. The Gazetteer has held true to this mandate for more than 100 years and has continued to be a great source of information for the world's oilseed processors, and in particular, those with the superintendent's area of responsibility. Regular content includes oilseed news pertinent to the worldwide processing industry, company and personnel news, industry meetings, and feature articles covering a broad variety of topics, including plant and equipment maintenance, safety, environmental concerns, government regulations, and crop projections. The Gazetteer is also a great place to list classified advertising, such as job openings, because of its readership by those directly involved in the industry.

Editorial Calendar

- January** • Maintenance and Reliability
- February** • Government regulations, e.g., trans fat labeling
- March** • Processing—crushing, pressing, extraction
- April** • Safety
- May** • Human resource issues—personnel management
- June** • New products and how technology affects industry
- July** • Processing—refining
- August** • Safety
- September** • Q&A
- October** • Crop projections and outlook
- November** • Environmental issues
- December** • Oil quality, standards for co-products



Size	Black & White Rates			4-Color Rates		
	12x	6x	1x	12x	6x	1x
1 page	\$405	\$505	\$630	\$1,765	\$1,865	\$1,990
½ page	235	230	350	1,595	1,650	1,710
⅓ page	165	200	255	1,525	1,560	1,615
¼ page	155	185	235	1,515	1,545	1,595
⅙ page	105	125	145	1,460	1,485	1,505

Cancellation: Cancellations must be made in writing by the first of the month prior to ad placement.

Space Close: Deadline for each issue is the first Monday of the month preceding publication.

Material Close: Deadline for each issue is the second Monday of the month preceding publication.

To reserve your ad space contact Valorie Deichman at valoried@aocs.org or by phone at +1-217-693-4814.

Print Specifications

Halftones: 133 line screen.

Printing is by web and sheet-fed offset presses. *inform* and *Oil Mill Gazetteer* paper stock is white, coated, 45-pound basis weight. Meeting programs and the *AOCS Resource Directory* (advertising section, with the exception of covers) paper stock is white, coated, 60-pound basis weight.

Preferred materials: Electronic files submitted per the following instructions.

Rotation of 4-color process: black, magenta, yellow, cyan.

Binding: *AOCS Resource Directory* is perfect-bound with ¼" head trim. *inform*, *Oil Mill Gazetteer*, and meeting programs are saddle stitched.

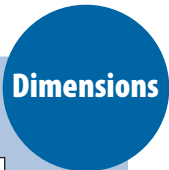
Live matter: Deduct at least ½" from all sides of the page trim size.

Artwork Specifications for Print

All ads must be submitted as PDF (fonts embedded) or TIF files. All files must be high resolution—minimum of 300 dpi. All images for 4-color ads must be submitted as final, high-resolution (300 dpi) CMYK files (not RGB). If you are concerned about color, please submit a 4-color SWOP proof with your digital file. Make sure all images for black and white ads are saved as grayscale, not RGB. We will also accept MACINTOSH files, with all fonts and graphics included, in QuarkXPress, InDesign, Illustrator, Freehand, or PhotoShop.

Note: We do not accept PC files. We do not accept files created in PageMaker, Corel Draw, or Microsoft Publisher, PowerPoint, and Word. Screen grabs from the Internet will print low-resolution, 72 dpi images, and are unacceptable.

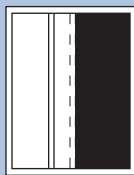
All ads submitted should be suitable to print as is. If files are prepared improperly and mechanical requirements are not met, the publisher will not guarantee the reproduction of the ad and additional production charges for the advertiser may result. Charges will apply for alterations made to your files due to errors in your file format. Charges are subject to an hourly rate.



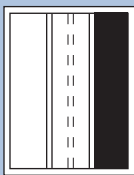
Standard unit sizes in inches: 1 inch = 25.4 millimeters; 1 inch = 6 picas
 Spread bleed: 17" × 11-1/4" • Spread trim: 16-1/2" × 11"



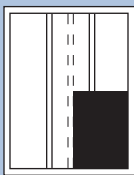
FULL PAGE BLEED
 8-1/2" × 11-1/4"
 TRIM: 8-1/4" × 11"



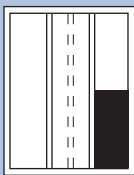
1/2 PAGE VERTICAL
 3-1/2" × 9-1/2"
 BLEED: 4-1/4" × 11-1/4"



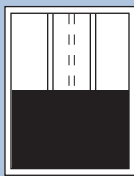
1/3 PAGE VERTICAL
 2-1/4" × 9-1/2"



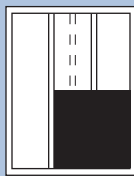
1/4 PAGE VERTICAL
 3-1/2" × 4-3/4"



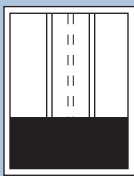
1/6 PAGE VERTICAL
 2-1/4" × 4-3/4"



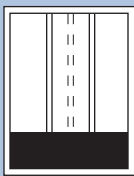
1/2 PAGE HORIZONTAL
 7-1/4" × 4-3/4"
 BLEED: 8-1/2" × 5-5/8"



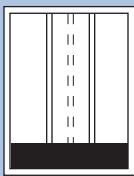
1/3 PAGE SQUARE
 4-3/4" × 4-1/2"



1/3 PAGE HORIZONTAL
 7-1/4" × 3-1/2"



1/4 PAGE HORIZONTAL
 7-1/4" × 2-1/2"



1/6 PAGE HORIZONTAL
 7-1/4" × 1-3/4"

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Your AOCS Advertising Contact



Your Global Fats and Oils Connection

Valorie Deichman

Advertising and Exhibit Sales Representative

Mail: P.O. Box 17190 • Urbana, IL 61803-7190 USA

Street: 2710 S. Boulder Drive • Urbana, IL 61802-6996 USA

Direct—Phone: +1-217-693-4814 • **Fax:** +1-217-693-4858

Email: valoried@aocs.org or advertising@aocs.org

General Phone: +1-217-359-2344

General Fax: +1-217-351-8091

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