

The National Magazine of Rendering

Render

Rate Card

Number 39 • January 1, 2010

Thirty-ninth year serving the North American rendering industry, *Render* is published February, April, June, August, October, and December as a non-profit activity in association with the National Renderers Association in the interest of informing the rendering and its affiliated industries on management, operations, research and development, product markets, environmental control, quality assurance, and legislative issues within all facets of the rendering industry.

ADVERTISING RATES

Base B/W Rates	1-2 Issues	3-5 Issues	6 Issues
Full page	\$1,680	\$1,510	\$1,395
2/3 page	1,255	1,130	1,045
1/2 page	1,110	1,005	925
1/3 page	695	625	575
1/4 page	570	510	475
1/6 page	395	360	330
1/8 page	340	305	290

Rates are based on space used per ad in a 12-month period.

Color Rates

Added to above base rates, per page or fraction thereof

Second or PMS color	\$360
Four color process	\$1,195
two-page spread	\$1,420
No charge for bleed	

Cover Rates

(Four color)	1 Time	3-5 Times	6 Times
Inside front	\$3,530	\$3,463	\$3,280
Inside back	3,530	3,463	3,280
Back cover	3,750	3,593	3,500

Classified

1st 3 lines (minimum)	\$28
Additional lines up to 10	each \$8
Additional lines over 10	each \$7
Bold face lines	each extra \$10
Colored lines (red or blue)	each extra \$10

Internet Advertising

A listing on www.rendermagazine.com is included for the period of the advertising contract with a link to the advertiser's Web site.

Banner advertising is available for \$200 per month on Home page, \$100 per month on inside pages.

MECHANICAL REQUIREMENTS

Minimum 225 line screen halftones and screen tints. Trim size is 8 1/2 x 11 inches; allow 1/4 inch for bleed; bleeds only available on full page ads.

Advertiser to furnish camera-ready art as a digital file in one of the following file formats: jpg, pdf, tif, or eps. Contact publisher prior to submission of digital files.

Ad Dimensions (in inches)

Width x Height

Full page	7 x 10
2/3 page	4 1/2 x 10
1/2 page Island	4 1/2 x 7 3/8
1/2 page	7 x 4 7/8
1/3 page	4 1/2 x 4 7/8 or 2 1/8 x 10
1/4 page	7 x 2 1/2 or 4 1/2 x 3 3/4
1/6 page	4 1/2 x 2 3/8 or 2 1/8 x 4 7/8
1/8 page	2 1/8 x 3 5/8

COMMISSION AND DISCOUNTS

A 15% discount of gross billing is allowed to advertising agencies of record on space, color, and position **if paid within 30 days of invoice date.**

A 10% discount is extended to members and associate members of the National Renderers Association **if paid within 30 days of invoice date.**

A 2% discount is allowed **if paid within 10 days of invoice date.**

No discounts are allowed on classified or banner advertising.

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CIRCULATION

Render is distributed free of charge at the request of affiliated U.S. and international readers as represented below:

	U.S.	Outside U.S.		U.S.	Outside U.S.
National Renderers Association Members	564	77	Government	104	26
Other Renderers	216	125	Industry Suppliers/Consultants/Brokers	385	112
Industry Employees	658	0	Other Allies to the Industry	179	79
Grease Recyclers/Pumpers/Collectors	139	7	TOTAL	2,799	528
Feed Manufacturers	81	35	Total Requested Copies Distributed – 3,327		
End Users of Rendered Products Other than Feed (includes biofuels)	302	30	As of October 2009		
Animal Nutritionists/Researchers/ Veterinarians	128	22			
Meat Packers/Livestock and Poultry Producers	43	15			

EDITORIAL CALENDAR

Issue	Editorial Feature	Bonus Distribution at	Insertion Deadline
February 2010	Biodiesel	National Biodiesel Conference / Pacific Coast Renderers Association Convention	January 8, 2010
April 2010	Market Report / National Renderers Association (NRA) Membership Directory		March 5, 2010
June 2010	Technology	NRA Central Region Convention	May 7, 2010
August 2010	Animal Nutrition		July 9, 2010
October 2010	Technology	NRA, Fats and Proteins Research Foundation conventions	September 10, 2010
December 2010	NRA Convention Report		November 5, 2010

As of 10/16/09 - Dates/Editorial subject to change at publisher's discretion

EDITORIAL / SALES OFFICE

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