

The International Magazine of Rendering

Render

Rate Card

Number 49 • January 1, 2020

Serving the North American and global rendering industry for 48 years, *Render* is published February, April, June, August, October, and December as a nonprofit activity in association with the North American 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 global rendering industry.

ADVERTISING RATES

Base Black and White

Rates	1-2 Issues	3-5 Issues	6 Issues
Full page	\$1,780	\$1,570	\$1,440
2/3 page	1,330	1,175	1,075
1/2 page	1,175	1,045	955
1/3 page	735	650	590
1/4 page	605	530	490
1/6 page	420	375	340

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

For preferred ad position, add 15% to above base rates.

Color Rates

Added to above base rates, per ad

Four color process	\$1,230
two-page spread	1,760
Second or PMS color	380

Cover Rates

(Four color)	1 Time	3-5 Times	6 Times
Inside front	\$3,740	\$3,525	\$3,380
Inside back	3,740	3,525	3,380
Back cover	3,975	3,735	3,600

Classified

1st 3 lines (minimum)	\$35
Additional lines up to 10	each \$10
Additional lines over 10	each \$9
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 website. In addition, an interactive *Render* file provides direct links from each advertiser's ad.

MECHANICAL REQUIREMENTS

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

Advertiser to furnish camera-ready art as a digital file (CMYK if color) in one of the following file formats: jpg, pdf, tif, or eps.

Ad Dimensions (in inches)

Width x Height

Full page	7 x 10 (no bleed)
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	4 1/2 x 3 3/4 or 7 x 2 1/8
1/6 page	4 1/2 x 2 3/8 or 2 1/8 x 4 7/8

COMMISSION AND DISCOUNTS

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

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

No discounts allowed on classified advertising.

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CIRCULATION

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

	US	Outside US		US	Outside US
North American Renderers Assoc Members..	394	65	Government.....	110	4
Other Renderers.....	134	170	Industry Suppliers/Consultants/Brokers	332	66
Industry Employees	944	0	Other Allies to the Industry	128	387
Grease Recyclers/Pumpers/Collectors.....	97	10	TOTAL	2,428	761
End Users of Rendered Products (includes Feed and Biofuels)	152	24	Total Requested Subscriptions: 3,189		
Animal Nutritionists/Researchers/ Veterinarians.....	105	27	As of October 2019		
Meat Packers/Livestock and Poultry Producers	32	8			



EDITORIAL CALENDAR

Issue	Editorial Feature	Bonus Distribution at	Insertion Deadline
February 2020	Biofuels / Feed	Pacific Coast Renderers Association convention	January 3, 2020
April 2020	Market Report/North American Renderers Association (NARA) Member Directory		March 6, 2020
June 2020	Next Generation of Leaders	NARA Central Region convention	May 1, 2020
August 2020	International Focus		July 10, 2020
October 2020	Technology	NARA and Fats and Proteins Research Foundation conventions	September 4, 2020
December 2020	NARA Convention Report	IPPE Expo	November 6, 2020

As of 12/4/19 - Dates/Editorial subject to change at publisher's discretion

EDITORIAL / SALES OFFICE

Phone: (530) 306-6792

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www.rendermagazine.com

Editor and Publisher: Tina Caparella

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Insertion Order

ADVERTISER

Company _____

Contact _____

Address _____

Phone _____ Fax _____

E-mail address _____

INSERTION ORDERS

Issue(s) to run _____

Ad title _____

Ad size _____

Color _____

Rate _____

NARA 10% Discount?* _____ Agency 15% Discount?* _____

*Discount are given provided invoices are paid within 30 days of invoice date.

Special instructions _____

CONDITIONS

All advertising is subject to acceptance by the publisher. Advertiser assumes liability for all content of advertisements and agrees to indemnify the publisher for all claims and lawsuits arising therefrom. No ad will be placed without a properly executed and signed insertion order/contract. This order is authorization to reserve the listed space for any advertisement at the indicated rates on the *Render* rate card and subject to the conditions noted herein.

Materials: Camera ready copy shall be provided by the advertiser and updated at the advertiser's discretion. New materials must be received by the closing dates published on the *Render* rate card. If new material and/or an updated insertion order is not received prior to each issue's closing date, the previous insertion will be repeated.

Cancellation: The advertiser must make written notice of intent to cancel prior to the published closing date and must be accepted by the publisher. Upon acceptance of cancellation, the advertiser will be billed for the difference in ad rate, if any, that applies to the number of insertions actually run. Publisher reserves the right to cancel advertiser's contract if payment has not been received for any prior insertions.

Insertion order approved by _____ Date _____

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