



PO Box 856 • Collinsville OK 74021 • (530) 306-6792
editors@rendermagazine.com • www.rendermagazine.com

Dear *Render* Advertiser

In 2021, *Render* begins its 50th year of serving the United States (US) and global rendering industry and still remains the only premier magazine for reaching renderer clients! As a non-profit publication, *Render* strives to keep expenses in line with revenue year after year allowing rates for 2021 to remain the same for a second year, benefiting new and long-term advertisers alike. New and exciting additions to *Render* over the last few years have been enjoyed by the magazine's nearly 3,000 readers.

- A new biofuels columnist provides an insider's look at this ever-growing market for rendered fats and greases.
- A redesigned website is now providing visitors a vibrant, easily navigable place to access past issues, advertiser websites, and industry news.
- *Render* continues to offer complimentary subscriptions to individuals around the globe with an affiliation to the rendering industry.
- *Render's* electronic edition is now being tracked, providing insight into how many are accessing this interactive file online.

Industry leaders worldwide continue to recognize *Render* as the leading publication for informing the global rendering and affiliate industries about challenges from government regulations across the world, ever-changing markets, new and improved technology for rendering operations, the benefits of rendered products in animal nutrition, and new markets for animal fats and proteins. Because *Render* is the only publication serving the US and global rendering industry, you have a captive audience when you advertise in *Render*.

Along with the 3,000 US and international subscribers, *Render* is also seen by about 500 monthly visitors to the magazine's website at www.rendermagazine.com. This adds additional value for promoting your product or service in *Render* as advertisers receive a complimentary website link on *Render's* home page for the length of each advertising contract. In addition, each issue of *Render* is posted on the site as an interactive file, allowing readers to click on a web link in every ad.

The attached 2021 rate card should provide answers to most of your advertising questions. However, if you require any additional information, please do not hesitate to contact me.

I look forward to working together in the future!

Sincerely,

A handwritten signature in black ink that reads "Tina Caparella". The signature is written in a cursive, flowing style.

Tina Caparella
Editor/Publisher

Render

Rate Card

Number 50 • January 1, 2021



Now in its 50th year of serving the North American and global rendering industry, *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 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

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.

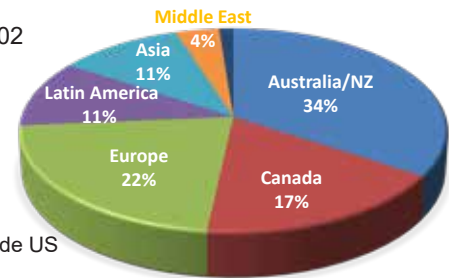
Render

The International Magazine of Rendering

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 ..	352	57	Government.....	96	4
Other Renderers.....	104	157	Industry Suppliers/Consultants/Brokers	270	72
Industry Employees	874	0	Other Allies to the Industry	119	392
Grease Recyclers/Pumpers/Collectors.....	73	5	TOTAL	2,160	742
End Users of Rendered Products (includes Feed and Biofuels).....	150	20	Total Requested Subscriptions: 2,902		
Animal Nutritionists/Researchers/ Veterinarians.....	88	28	As of October 2020		
Meat Packers/Livestock and Poultry Producers	34	7			



EDITORIAL CALENDAR

Issue	Editorial Feature	Bonus Distribution at	Insertion Deadline
February 2021	Biofuels	Pacific Coast Renderers Association convention	January 8, 2021
April 2021	Market Report/North American Renderers Association (NARA) Member Directory		March 5, 2021
June 2021	Technology / Feed	NARA Central Region convention	May 7, 2021
August 2021	International		July 9, 2021
October 2021	Technology	NARA and Fats and Proteins Research Foundation conventions	September 3, 2021
December 2021	NARA Convention Report	IPPE Expo	November 5, 2021

As of 11/16/20 - Dates/Editorial subject to change at publisher's discretion

EDITORIAL / SALES OFFICE

Phone: (530) 306-6792

editors@rendermagazine.com
www.rendermagazine.com

Editor and Publisher: Tina Caparella

The International Magazine of Rendering

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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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