

Render

2023 Rate Card

As the publication of the North American Renderers Association for over 50 years, *Render* is THE source of news, products and services for all segments of the rendering industry. It is the only magazine covering the international rendering industry, so *Render* reaches a global VIP audience. With roughly 2,500 print subscribers and another 250 digital subscribers in 50 different countries, our readers are the decision makers in management, operations, research and development, products, markets, environmental control, quality assurance and legislative issues throughout the global rendering industry. If the rendering industry is important to your business, *Render* should be part of your marketing and communications plan.

ADVERTISING RATES

Full Color Ads

Rates	1-2 Issues	3-5 Issues	6 Issues
Full page	\$3,010	\$2,800	\$2,670
2/3 page	2,560	2,405	2,305
1/2 page	2,405	2,275	2,185
1/3 page	1,965	1,880	1,820
1/4 page	1,835	1,760	1,720
1/6 page	1,650	1,605	1,570

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

Other Rates

Black and White – Find rate above and subtract \$1230.
Preferred position – add 15% to the rate

Cover Rates

(Four color)	1 Issue	3-5 Issues	6 Issues
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 Benefits for *Render* Advertisers

Each advertiser in an issue will get their company logo listed on the *Render* website as a sponsor with a hot link to their own website until the next issue is published. Additionally, each issue of *Render* is published digitally on our website with hot links to advertisers in their ads.

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 for color) in one of the following file formats: jpg, pdf, tif or eps.

Ad Dimensions (in inches)

Width x Height

Full page	8.5 x 11 (add 1/8 on all four sides for 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



DISCOUNTS

Members of the North American Renderers Association receive a 10% discount if paid within 30 days of the invoice date. Invoices are emailed out when the print version is mailed.

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 on classified advertising.

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The International Magazine of Rendering

EDITORIAL / SALES OFFICE

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EDITORIAL CALENDAR

Issue	Theme	Bonus Distribution
February 2023	Biofuels	Pacific Coast Renderers Association convention
April 2023	Market Report/ NARA Member Directory	
June 2023	Feed/Pet Food	NARA Central Region Convention
August 2023	International	
October 2023	Technology	NARA Annual Convention/ Fats and Protein Research Foundation Conference
December 2023	NARA Convention Report	International Processing and and Production Expo

As of 10/25/22 - Dates/Editorial subject to change at publisher's discretion

2023 ADVERTISING DEADLINES

Issue	Ad Files Due
February 2023	Jan. 9
April 2023	March 6
June 2023	May 8
August 2023	July 10
October 2023	Sept. 11
December 2023	Nov. 8

***Render can provide design services for a fee. Contact the editor for rates.*

Who Reads *Render*?

About 3,000 people with interests in the rendering industry have a subscription to *Render* – either in print or digital.

Members of the North American Renderers Association

Other renderers

Industry employees

Grease recyclers/pumpers/collectors

End users of rendered products (feeds, biofuels, etc.)

Animal nutritionists

Researchers

Veterinarians

Local, state and federal government officials

Industry suppliers

Consultants and brokers

Other industry allies

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