

# wood bioenergy™

a Hatton-Brown Publication



# 2011

MEDIA OPPORTUNITIES

[www.woodbioenergymag.com](http://www.woodbioenergymag.com)



# RAMPING UP!

Wood Bioenergy will once again be published four times in 2011, with a circulation of over 18,000 and again with emphasis on the primary segments of the wood-based energy industry: fuel pellets, power generation, cellulosic ethanol and feedstock harvesting and procurement.

Wood Bioenergy's full staff of experienced editors are constantly in the field, visiting the primary players in the wood-to-energy industry. We believe you have to be on-site, talking to management and supervisory personnel face-to-face, and observing operations in live action, to be able to thoroughly report on the developments and technologies in the new generation wood-based energy industry.



## WOOD BIO GUIDE!

Wood Bioenergy introduces its Wood Bio Guide in the 1ST QUARTER issue, closing December 20. This year-long reference is the first publication ever produced to depict exclusively wood-to-energy equipment manufacturers and suppliers, and their products and services.

## BONUS DISTRIBUTION

- The 2ND QUARTER issue of Wood Bioenergy, closing March 21, will be distributed in Hannover, Germany at the biennial **LIGNA**, World Fair for the Forestry and Wood Industries, May 30 – June 3. The show continues to emphasize the wood bioenergy industry and has enlarged the exhibit space geared to the wood-to-energy market.
- The 2ND QUARTER issue of Wood Bioenergy, closing March 21, will also be distributed at the In-Woods Expo, May 19-21, Hot Springs-Little Rock, Arkansas.
- The 3RD QUARTER issue of Wood Bioenergy, closing June 20, will be distributed at the Georgia World Congress Center in Atlanta, Ga. at the Forest Products Machinery & Equipment Exposition, August 11-12.



# ADVERTISING INFORMATION

ADVERTISING RATES ISSUED JANUARY 1, 2011

	1X	2X	3X	4X
Full page	\$3,420	\$3,225	\$3,090	\$2,975
2/3 page	2,925	2,750	2,640	2,530
1/2 island	2,590	2,445	2,345	2,235
1/2 page	2,265	2,120	2,040	1,940
1/3 page	1,910	1,785	1,710	1,620
1/4 page	1,405	1,320	1,260	1,205
1/6 page	1,165	1,095	1,040	995
1/12 page	730	600	605	560

## SPACE RESERVATION CLOSING

**First Quarter** 2011 issue closes December 20, 2010  
**Second Quarter** 2011 issue closes March 21, 2011  
**Third Quarter** 2011 issue closes June 20, 2011  
**Fourth Quarter** 2011 issue closes September 20, 2011  
 Insertion orders cannot be canceled past the closing date.

## MATERIAL DEADLINE

Two days past space reservation closing date above. Last insertion of same size and color is repeated if deadline is not met.  
 Provided certain conditions are met, front cover advertising space is available as a 3-1/4 x 2-1/8 inch "earlug" to supplement inside advertising programs.

## COLOR CHARGES

standard 2-color:	\$300
PMS 2-color:	\$375
4-color process:	\$875
4-color spread:	\$1,715

## COVERS, PREFERRED POSITIONS

**2nd & 3rd covers** – additional 15% above page rate  
**4th cover** – additional 30% above earned page rate  
**Preferred positions** – additional 10% above earned page rate

## INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, back-up and folding costs are added as necessary. Such related costs are not commissionable. Mock-up is required. Note trim/bleed specs.

## CLASSIFIED ADVERTISING

Call **Bridget DeVane** at  
**800.669.5613**

Base rate: \$50 per column inch  
 Color available for additional charge

## MAIL LISTS

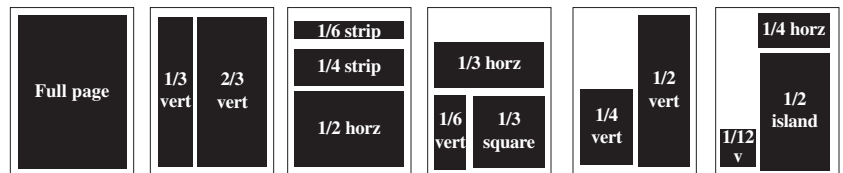
Wood Bioenergy can customize subscribers by state, zip code, job title and more.  
 Call **Tammy Duke** 334.834.1170  
 tammy@hattonbrown.com

## REPRINTS WORK FOR YOU

(Print & Digital)

- Generate more interest for your company
- Use at trade shows
- Use for special mailings or sales meetings
- PDF of articles and picture for your web site

Call **Patti Campbell** at 334.834.1170  
 Email: patti@hattonbrown.com



## AD SIZE REQUIREMENTS

	width	depth	width	depth
<b>trim size</b>	<b>8-1/8 in.</b>	<b>10-7/8 in.</b>	<b>206mm</b>	<b>276mm</b>
full page, bleed	8-3/8 in.	11-1/8 in.	213mm	282mm
full page, non-bleed	7 in.	10 in.	178mm	254mm
2-pg. spread, trim	16-1/4 in.	10-7/8 in.	413mm	276mm
2-pg. spread, bleed	16-1/2 in.	11-1/8 in.	420mm	283mm
2-pg. spread, non-bleed	15-3/4 in.	10-3/8 in.	400mm	264mm
2/3 page	4-1/2 in.	10 in.	114mm	254mm
1/2 page (island)	4-1/2 in.	7-1/2 in.	114mm	191mm
1/2 page (horizontal)	7 in.	4-7/8 in.	178mm	124mm
1/2 page (vertical)	3-3/8 in.	10 in.	86mm	254mm
1/3 page (horizontal)	7 in.	3-1/3 in.	178mm	85mm
1/3 page (vertical)	2-3/16 in.	10 in.	55mm	254mm
1/3 page (square)	4-7/8 in.	4-7/8 in.	124mm	124mm
1/4 page (vertical)	3-3/8 in.	4-7/8 in.	86mm	124mm
1/4 page (horizontal)	4-1/2 in.	3-5/8 in.	114mm	92mm
1/6 page	2-3/16 in.	4-7/8 in.	55mm	124mm
1/12 page	2-1/4 in.	2-1/2 in.	57mm	64mm

Insertion orders cannot be canceled past the closing date.

## DIGITAL SPECIFICATIONS

Press-quality PDF files are preferred. We also accept EPS, TIF, or JPG file types. Images should be no less than 300 dpi and all fonts should be embedded. **Ad material should be emailed to ads@hattonbrown.com.** For files too large for email please contact Patti Campbell at 334.834.1170.

To download a complete list of our digital requirements, please visit [hattonbrown.com/Content/MediaKit.aspx](http://hattonbrown.com/Content/MediaKit.aspx)

## TERMS OF PAYMENT

15% of gross billing allowed to recognized agencies on space, color and position. Production and other related costs are not commissionable. Invoices are dated the day each issue is mailed and due within 30 days from invoice date. All accounts are net 30 days. New accounts must provide credit information before advertising is published.



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bioenergy™



**HATTON-BROWN PUBLISHERS, INC.**

P.O. Box 2268 • Montgomery, AL 36102-2268 • Tel: 334.834.1170 • Fax: 334.834.4525 • Web: [www.hattonbrown.com](http://www.hattonbrown.com)



North American  
Susan Windham  
Tel: 334.834.1170  
Fax: 334.834.4525  
[susan@hattonbrown.com](mailto:susan@hattonbrown.com)



International  
Murray Brett  
Tel: +34 96 640 4165  
Fax: +34 96 640 4022  
[abasol2@terra.es](mailto:abasol2@terra.es)  
[murray.brett@abasol.net](mailto:murray.brett@abasol.net)



Bio Wood  
Market Place  
Bridget DeVane  
Tel: 800.669.5613  
Fax: 334.834.4525  
[bdevane7@hotmail.com](mailto:bdevane7@hotmail.com)