

The National Magazine of Rendering

Render

Rate Card

Number 37 • January 1, 2008

Thirty-seventh 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 *Render's* Web site at www.rendermagazine.com is included for the period of the advertising contract with a link to the advertiser's Web site.

MECHANICAL REQUIREMENTS

Render is printed by sheet-fed offset lithography; minimum 225 line screen halftones and screen tints. Trim size is 8 1/2 x 11 inches; allow 1/4 inch for bleed.

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.**

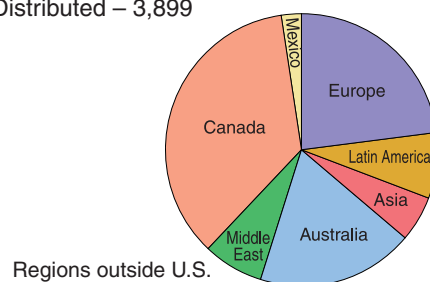
A 2% discount is allowed **if paid within 10 days of invoice date.** No discounts are allowed on classified advertising, film/color proof charges, or reprints.

The National Magazine of Rendering Render

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	615	81	Government	204	40
Other Renderers	208	151	Industry Suppliers/Consultants/Brokers	484	145
Industry Employees	609	2	Others Allied to the Industry	271	48
Grease Recyclers/Pumpers/Collectors	117	12	TOTAL	3,272	627
Feed Manufacturers	179	42	Total Requested Copies Distributed – 3,899		
End Users of Rendered Products			As of October 2007		
Other than Feed (includes biofuels)	342	50			
Animal Nutritionists/Researchers/ Veterinarians	170	32			
Meat Packers/Livestock and Poultry Producers	73	24			



EDITORIAL CALENDAR

Issue	Editorial Feature	Bonus Distribution at	Insertion Deadline
February 2008	Biodiesel	National Biodiesel Conference / Pacific Coast Renderers Association Convention	January 4, 2008
April 2008	Market Report / National Renderers Association (NRA) Membership Directory		March 7, 2008
June 2008	Technology	NRA Central Region Convention	May 2, 2008
August 2008	Animal Nutrition		July 11, 2008
October 2008	Technology	NRA, Fats and Proteins Research Foundation, and Pet Food Institute conventions	September 5, 2008
December 2008	NRA Convention Report		November 7, 2008

As of 10/19/07 - Dates subject to change at publisher's discretion

EDITORIAL / SALES OFFICE

Sierra Publishing
2820 Birch Avenue • Camino, CA 95709
Telephone: (530) 644-8428 • Fax: (530) 644-8429

Internet: www.rendermagazine.com
E-mail: editors@rendermagazine.com

Editor and Publisher: Tina Caparella