

AOCS

FIND YOUR NEXT CUSTOMER _____

2025 MEDIA AND PARTNERSHIP GUIDE

INFORM | CONTENT PARTNERSHIP | AOCS ANNUAL MEETING



PARTNER WITH AOCS

In our global world, the market changes at lightning speed. Professionals are busier than ever, and attention spans are short. Cutting through the noise and finding your ideal buyer can feel impossible.

When you partner with AOCS, you unlock access to an engaged community of scientists, engineers, academics, and industry leaders and position your company as an innovative leader in oils, fats, proteins, surfactants and related materials.



WHY WORK WITH AOCS?

AOCS is an established authority with more than 100 years of history as a highly respected organization within the fats and oils community.

Professionals worldwide count on AOCS to keep them current with research, news, standards, and industry trends.

Through content partnerships, event sponsorships, and targeted advertising opportunities, you can reach the right people at the right time and position yourself as a trusted partner, supplier, and industry innovator.

OUR COMMUNITY:

10,000+

ACTIVE PARTICIPANTS

75%

MID TO SENIOR CAREER LEVEL

CAREERS IN:

- Company Management
- Plant Operations
- Product Development
- Quality Analysis and Control
- Engineering
- Research
- Analysis

AOCS

INFORM

TRUSTED EDITORIAL CONTENT, EDUCATIONAL
PROGRAMMING, AND INDUSTRY NEWS

INFORM MAGAZINE | *INFORM* SEMINARS | INFORM SMARTBRIEF



INFORM MAGAZINE

INFORM magazine serves as a central hub for connecting and informing our diverse and global community. In ten issues per year, we publish exclusive, relevant and timely content on the science, business, and policy issues that affect our members.

OUR READERS:

 **2,500+**
MEMBERS

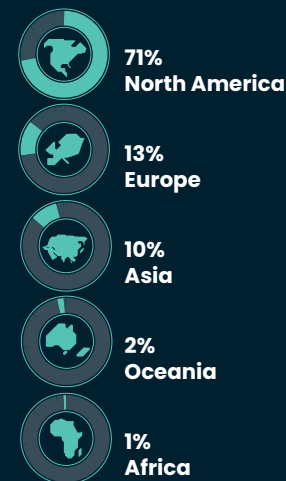
 **1,000+**
COMPANIES

 **75+**
COUNTRIES

JOB FUNCTION:



GEOGRAPHY:



2025 EDITORIAL CALENDAR

MONTH	TOPIC	AD CLOSE
Jan	Protein and Co-Products	Nov. 1, 2024
Feb	Edible Applications Technology	Nov. 29, 2024
Mar	Surfactants and Detergents	Jan. 10, 2025
Apr*	Processing	Feb. 14, 2025
May	Analytical	Mar. 14, 2025
Jun	Lipid Oxidation and Quality	Apr. 11, 2025
Jul/Aug	Phospholipid	May. 16, 2025
Sep*	Health and Nutrition	Jul. 11, 2025
Oct	BioTechnology	Aug. 15, 2025
Nov/Dec	Industrial Oil Products	Sep. 12, 2025

*OPEN DISTRIBUTION TO 28,000+ READERS

2025 INFORM ADVERTISING RATES

Digital edition placement included with the purchase of all print ads

		BUNDLES (Price Per Ad)		
PRINT AD SIZES	BASE RATE	QT. 3	QT. 5	QT. 10
Full Page	\$ 3,455	\$ 3,364	\$ 3,243	\$ 3,105
Half Page	\$ 2,250	\$ 2,194	\$ 2,115	\$ 2,025
Third Of a Page	\$ 2,075	\$ 2,023	\$ 1,951	\$ 1,868
Quarter Page	\$ 1,555	\$ 1,516	\$ 1,462	\$ 1,400
COVERS AND ADD ONS		RATES		
Back Cover		Add \$250		
Inside Front Cover		Add \$200		
Inside Back Cover		Add \$200		
Inserts and Wraps		Upon Request		
Sponsored Webinar		Upon Request		

See full print spec requirements

2025 INFORM DIGITAL ADVERTISING

Optimize your ad for digital readers with our digital specific ad-ons.

All digital pages should be the same trim as the magazine. We add full-pages so they display correctly on both computers and mobile devices

DIGITAL OFFERINGS INCLUDE:

- ✓ Ad with a clickable call-to-action
- ✓ Page redesigned for video placement
- ✓ 2 Page Advertorial
- ✓ 4 Page Advertorial
- ✓ Webpage Leaderboard

RATE: ADD \$1,000

See digital info spec requirements

INFORM SEMINARS

INFORM Seminars is a series of online educational events held ten times per year. Topics are developed by AOCS expert staff. The webinars provide participants with knowledge and tools to help them in their daily work.

Alignment with the *INFORM* magazine editorial calendar creates an opportunity for topical thought leadership throughout the month.



I learn more from INFORM every month than from all my reading and reviewing activities.

This is very high value for the membership.

ALEJANDRO G. MARANGONI, PHD



INFORM SEMINARS CALENDAR

MONTH	SEMINAR TOPIC*
Jan	Protein and Co-Products: Comparing Traditional and Emerging Protein Sources
Feb	Edible Applications Technology: Making Alternative Milk Beverages
Mar	Surfactants and Detergents: Overcoming Sophorolipid Formulation Challenges
Apr	Processing: TBA
May	Analytical: Sing R for Predictive Modeling
Jun	Lipid Oxidation and Quality: TBA
Jul/Aug	Phospholipid: TBA
Sep	Health and Nutrition: How to know which AI product is right for you
Oct	BioTechnology: TBA
Nov/Dec	Industrial Oil Products: TBA

*Webinar titles subject to change.

INFORM SEMINARS SPONSORSHIP

SUPPORT INCLUDES:

- ✓ Logo in Inform Seminars promotional materials including website, emails, etc.
- ✓ Opportunity to introduce presenter
- ✓ Slide at beginning and end of presentation honoring company as Inform Seminars supporter
- ✓ Sponsored Webinar
- ✓ Attendee list*
- ✓ 60 second company highlight at the end of presentation

RATE: \$2,500**

* Includes Attendees who opt in

** Up to 10 per year

INFORM SMARTBRIEF

INFORM SmartBrief is the AOCS weekly email newsletter featuring news that specifically targets the oils, fats, surfactants, and proteins industries.

Aggregated by an *INFORM* magazine staff writer, *INFORM* SmartBrief delivers trusted news to engaged, opt-in subscribers every Wednesday.



OUR AUDIENCE:



3,500+
SUBSCRIBERS

MONTHLY ENGAGEMENT:



34.3%
OPEN RATE

11,000+
OPENS PER MONTH



9.77%
MONTHLY CLICK-THROUGH

9,375
TOTAL CLICKS

2025 SMARTBRIEF RATES

AD TYPE	FEATURES:	RATE:
Leaderboard	<p>The prime placement and large size makes the Leader board ideal for brand awareness, promoting special offers, or driving traffic to a website.</p> <p>The leader board ad combines visual appeal with strategic positioning to capture readers' attention effectively.</p>	\$ 2,150
Premium News Sponsor	<p>Typically featured at the beginning or within a dedicated section, this ad prominently associates the sponsor with the newsletter's content.</p> <p>This type of ad enhances brand credibility and visibility, leveraging the trust and engagement of the newsletter's dedicated readership.</p>	\$ 1,500

See full digital spec requirements.

AOCS

BE A TRUSTED VOICE IN THE INDUSTRY

AOCS CONTENT PARTNERSHIPS

AOCS LIPID LIBRARY® | MASTERCLASSES | SPONSORED WEBINARS



AOCS LIPID LIBRARY®

The AOCS Lipid Library® is one of the leading online sources of information related to lipid science and technology today. This site is for students, technologists, scientists, and laypersons to learn more about lipid chemistry and technology.



The AOCS Lipid Library is the primary information source for lipid analysis – and it is free. Whatever analytical technique we are using – MS, NMR or others – the Library has the answer.



Position your brand as a thought leader and industry supporter by becoming a content sponsor of AOCS Lipid Library and resource center.

OUR AUDIENCE

11,900+

MONTHLY USERS

8,450+

MONTHLY ENGAGED SESSIONS

TOPICS COVERED:

- A Lipid Primer
- Lipid Structure and Function
- Fatty Acids and Eicosanoids
- Simple Lipids
- Complex Glycolipids
- Sphingolipids
- Mass Spectrometry of Fatty Acids
- Literature Service
- And More!

AOCS LIPID LIBRARY® SPONSORSHIP

SUPPORT INCLUDES:

- ✓ Recognition aocs.org Lipid Library pages
- ✓ Promotion of supported resources on social media with sponsor tags and/or logo
- ✓ Inclusion in monthly member email communications

LIBRARY SPONSOR RATE: \$5,000

SECTION SPONSOR RATE \$2,500

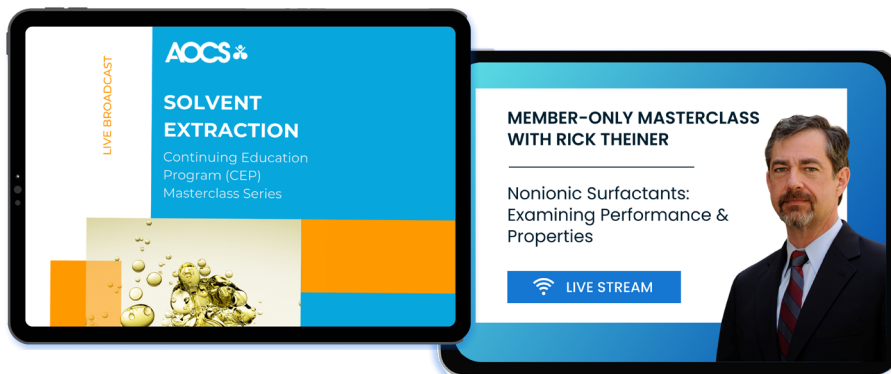
** PLEASE NOTE EDITORIAL PRIORITIES AND CONTENT NEEDS ARE DETERMINED AND ASSESSED BY AOCS STAFF AND MEMBER COMMITTEES/EDITORIAL BOARDS. ARTICLE TOPICS AND CONTENT ARE NOT DETERMINED BY SUPPORTERS. ALL SPONSORSHIPS ARE ON AN ANNUAL CONTRACT.*

MASTERCLASS

Engaging and immersive online educational events delivered by the premiere experts in the field.

EXAMPLES OF PAST MASTERCLASS TOPICS

- Solvent extraction
- Non-ionic surfactants



The On-Demand Courses of the AOCs are mind-blowing. The experts who lead them have in-depth knowledge and they are completely familiarized with current technologies and trends.



MATEO RODRIGUEZ

MASTERCLASS SUPPORT:

SUPPORT INCLUDES:

- ✓ Logo in promotional materials including website, email promotion, etc.
- ✓ Opportunity to introduce presenter
- ✓ Logo displayed at beginning and end of presentation
- ✓ 60 second company highlight at the end of presentation

RATE: \$4,500

**Only 2 per year*

SPONSORED WEBINAR

Every AOCS partner supported webinar allows you to lead the conversation and build your company's brand, by presenting best-in-class content that showcases your expertise to our global AOCS member audience.

WEBINAR FORMATS



THOUGHT LEADERSHIP

Deliver an educational presentation on a pressing topic. Showcase your expertise to a wide audience in an engaging way – all from the comfort of your office.



PRODUCT DEMO

Demonstrate a new product and the solutions it offers. The Q&A will give you immediate feedback, helping to craft your message around the real concerns of your target audience.



PANEL DISCUSSION

No need to limit your webinar to one speaker! Our platform allows you to feature multiple speakers and a host to moderate your panel of experts.

SPONSORED WEBINAR

SUPPORT INCLUDES:

- ✓ Webinar promotion to drive viewer registrations showcasing your company's logo and support.
- ✓ Partner and event promotion through AOCS social media channels.
- ✓ Event, including recognition of your company, posted to the AOCS event calendar.
- ✓ A contact list of live webinar attendees (based on opt-ins)

RATE: \$4,000

AOCS

THE POWER OF BEING TOGETHER

2025 AOCS ANNUAL MEETING & EXPO

ANNUAL MEETING | SHORT COURSES | EXHIBIT AND SPONSOR



AOCS ANNUAL MEETING & EXPO

The AOCS Annual Meeting & Expo brings together thousands of chemists, engineers, technologists, and researchers focused on the science and technology of fats, oils, proteins, surfactants, and related materials.

[To find out more – review the AOCS Annual Meeting Prospectus](#)



1,350+
PARTICIPANTS



75+
EXHIBITORS



40+
COUNTRIES

MEETING TOPICS:

- Analytical
- Biotechnology
- Edible Applications Technology
- Health and Nutrition
- Industrial Oil Products
- Lipid Oxidation and Quality
- Phospholipid
- Processing
- Protein and Co-Products
- Surfactants and Detergents

EXHIBIT OPPORTUNITIES

Exhibit opportunities at the 2025 AOCS Annual Meeting & Expo, taking place from April 27–30, in Portland, Oregon, USA will connect you with buyers across numerous industries. This event convenes industry professionals from around the world for 500+ technical sessions and daily networking events.

Let your company shine in the exhibit hall with a premium booth and opportunities for product demonstrations live in the exhibit hall theater. Regular networking breaks and receptions held on the show floor ensure attendee traffic.

SPONSORSHIP OPPORTUNITIES

Position your company as a leader in innovation and science. Sponsorships at the annual meeting align your brand with our curated technical content and topical industry discussions.

Start a conversation with our team today to develop a customized solution that meets your marketing and sales goals.



PARTNER WITH US IN 2025



APRIL 27–30, 2025



PORTLAND, OREGON, USA



annualmeeting.aocs.org



MEETING PROSPECTUS

Full partnership opportunities

AOCS SHORT COURSES

AOCS short courses provide an intensive, focused learning experience designed to enhance the attendee's knowledge and skills in selected topic areas. Over the span of one- or two-day sessions, participants engage in a blend of theoretical and practical learning, facilitated by industry experts and experienced instructors.

AOCS has proudly offered courses on edible oil processing for over half a century. Oilseed processing is at the forefront for members of the society and this course is offered every year at the AOCS Annual Meeting to reflect that. In addition, AOCS offers courses on associated topics on a rolling basis.

[To find out more – review the AOCS Annual Meeting Prospectus](#)





CONTACT US!

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