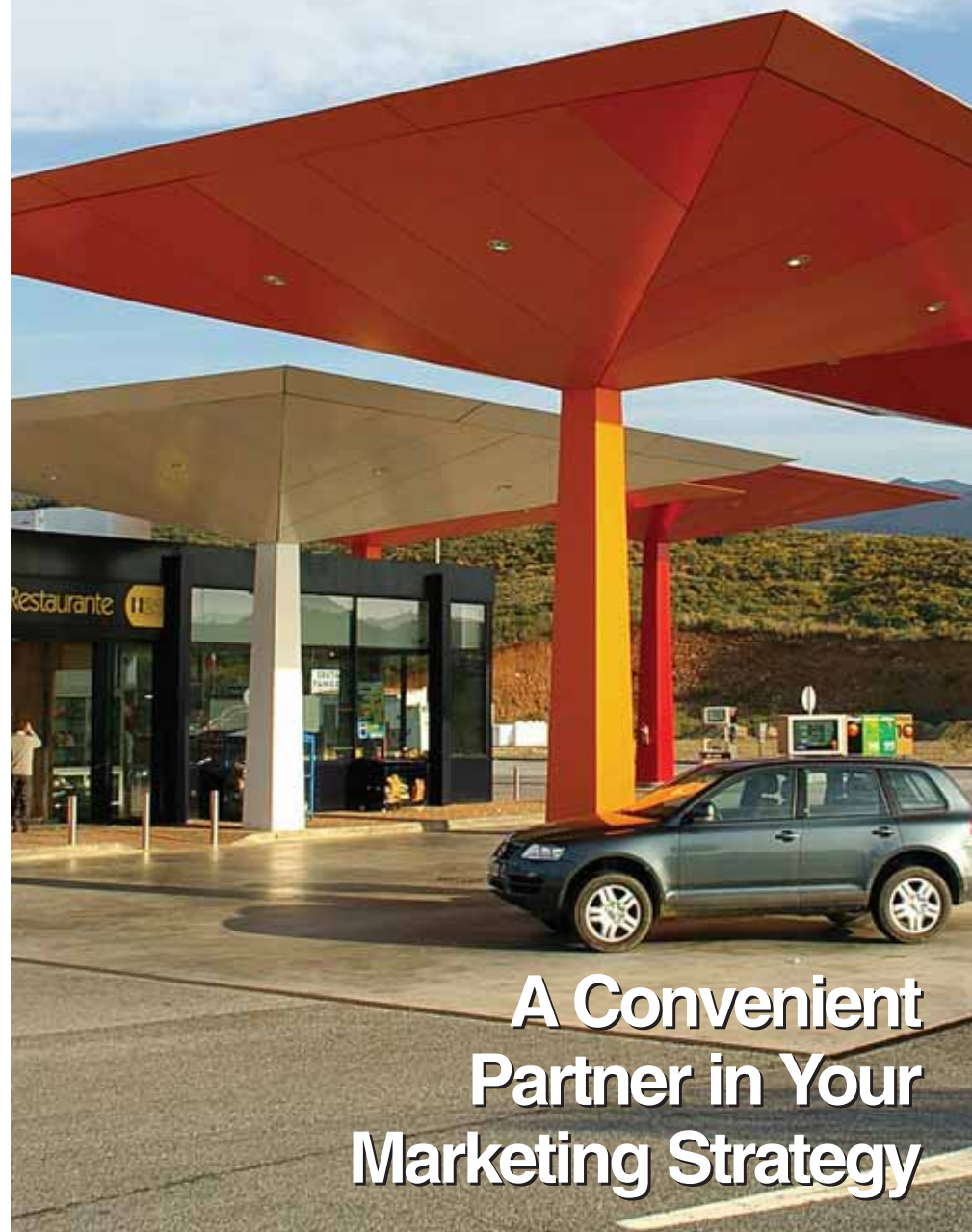


FUELING indiana



Fill Up with Premium Market Exposure

Fueling Indiana is a quarterly magazine of the Indiana Petroleum Marketers & Convenience Store Association. It is distributed to Indiana business leaders and decision-makers in the petroleum marketing and convenience store industries and has a readership of approximately 3,000. Talk one-on-one with key decision-makers in this multi-billion-dollar industry. As recent studies show, more consumers report that they "often purchase a product or service as a result of magazine advertising."* It is still the preferred medium for consumers to learn about products and services.

Publisher

Innovative Publishing Ink, a publisher of corporate and association magazines for more than a decade and current publisher of *The Oil Can* and *PMAA Journal*, is the official publisher of *Fueling Indiana*. Contact Kelly Arvin at 502.423.7272 for advertising rates and space availabilities.

Editorial Calendar

Issue	Ad Deadline
Winter	1/21/08
Spring	5/5/08
Directory	5/13/08
Summer	7/1/08
Fall	9/30/08

*Magazine Publishers of America, 2003



Net Annual Advertising Rates

	Fueling Indiana		IPCA Directory	
	B&W	Color	Discounted*	Regular
Premium Position	\$2250	\$2650	\$750	\$1000
Full Page	\$2000	\$2400	\$650	\$900
1/2 Page	\$1300	\$1700	\$400	\$550
1/3 Page	\$900	\$1300	\$250	\$350
1/4 Page	\$700	\$1100	\$200	\$300
1/6 Page	\$500	n/a	\$150	\$250

Above rates are for placement in four issues.

1x insertion is 35% of above rate.

2x insertion is 60% of above rate.

Premium positions: pages 2, 3, BC and IBC

NONMEMBERS add \$200 to above rates.

* Advertising 4x in *Fueling Indiana* allows you to advertise in the *IPCA Membership Directory and Buyers' Guide* at a discounted rate.

Production Charges

Rates for design and layout are \$50 for black-and-white ads and \$150 for color ads.

Payment Terms

- Minimum 50% with insertion order
- Make checks payable to Innovative Publishing Ink.
- MasterCard or Visa accepted

Mechanical and Digital File Requirements

Please see the back of this sheet.

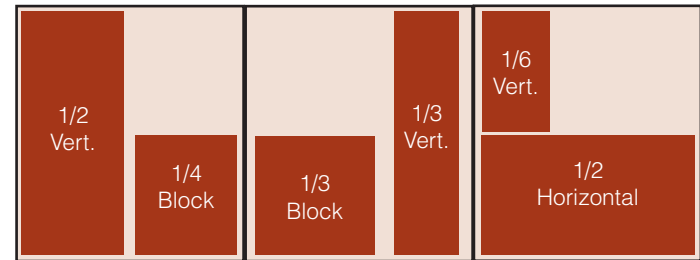
Kelly Arvin
Advertising Consultant
502.423.7272 VOICE
502.423.7979 FAX
karvin@ipublishing.com

innovativepublishingink

www.ipublishing.com

Magazine Mechanical Requirements

Page Size	8 3/8 x 10 7/8" (trim)
Back Page (Live)	7 7/8 x 9"
Full Page (Live)	7 7/8 x 10"
1/2 Horizontal	7 7/8 x 4 15/16"
1/2 Vertical	3 7/8 x 10"
1/3 Vertical	2 1/2 x 10"
1/3 Block	5 3/16 x 4 15/16"
1/4 Block	3 7/8 x 4 15/16"
1/6 Vertical	2 1/2 x 4 15/16"
Bleeds	Add 1/8"



Digital File Requirements

- Submit all artwork in Mac-based QuarkXPress, Adobe Illustrator, Adobe Photoshop or as a PDF file, press optimized. Please use Acrobat Distiller to create your PDF. Visit www.ipublishing.com/pdf_guidelines for PDF submission guidelines.
- Graphics should be set at a minimum resolution of 400 dpi.
- All colors must be created as process colors and as CMYK.
- All ads larger than 5MB can be uploaded to our FTP site. Go to www.ipublishing.com and select Advertiser Support. Ads can also be mailed to us at the address below or can be e-mailed to graphics@ipublishing.com.

Innovative Publishing Ink

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