

Fueling Indiana



The Official Publication of the Indiana Petroleum Marketers & Convenience Store Association

WHO ARE WE?

Our association represents **decision-makers throughout Indiana** responsible for contracting, purchasing or recommending your products and services, including:

- ◆ Petroleum marketers
- ◆ Convenience store owners
- ◆ Petroleum wholesalers/distributors

ABOUT THE PUBLICATIONS



WHY IPCA?

- ◆ Our members spend **billions of dollars** annually on products and services relating to their businesses.
- ◆ Petroleum-industry professionals from **all across Indiana** read each issue of *Fueling Indiana*.

Fueling Indiana and IPCA's ***Membership Directory and Buyers' Guide*** are the official publications of the Indiana Petroleum Marketers & Convenience Store Association. These professionally designed publications are critical components of IPCA's communications program and feature relevant editorial for people directly involved in Indiana's petroleum marketing and c-store profession. When our readers are ready to contract services and products for their businesses, ***make sure they think of you first.***

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of the *Fueling Indiana* and IPCA's *Membership Directory and Buyers' Guide*.



www.innovativepublishing.com

Please contact

Innovative Publishing
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888.780.2241 FAX
advertise@innovativepublishing.com

NET ADVERTISING RATES:

FUELING INDIANA AND MEMBERSHIP DIRECTORY AND BUYERS' GUIDE

Size	1x	4x	5x
Premium position	N/A	\$960	\$945
Full Page	\$1,585	\$875	\$860
1/2 Page	\$1,230	\$620	\$610
1/3 Page	\$1,030	\$475	\$450
1/4 Page	\$930	\$400	\$390
1/6 Page	\$820	\$330	\$325
Digital Media			
Standard View Skyscraper	\$400	\$400	\$400
Standard View Landing Page	\$400	\$400	\$400
Digitally Responsive Publication	\$400	\$400	N/A

Premium position includes: inside front cover, page 3, inside back cover and back cover. All rates are for full-color advertisements. Contact us for additional savings if you would like to advertise in both The Oil Can (IPMA) and Fueling Indiana. Active hyperlinks for the digital editions of the publications included for all advertisements.

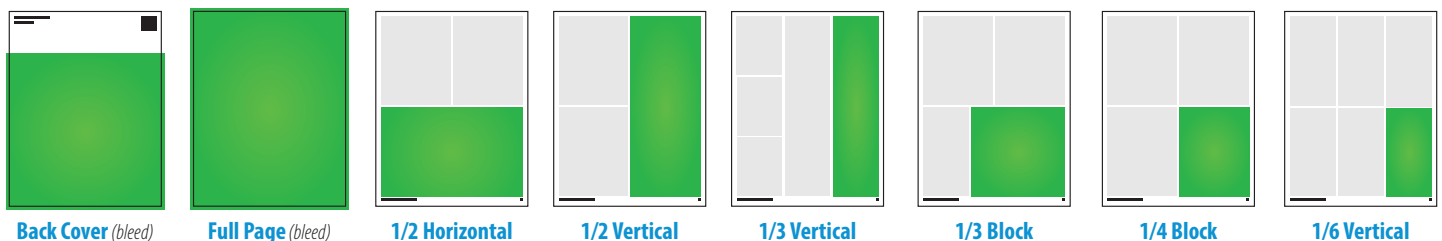
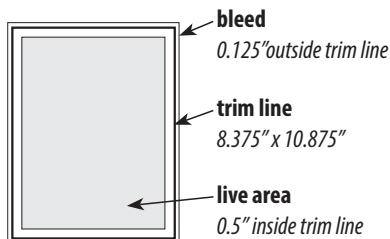
SPECIFICATIONS:

FUELING INDIANA AND MEMBERSHIP DIRECTORY AND BUYERS' GUIDE

Page Size	8.375" x 10.875" (trim)
Back Cover (magazine only) *	8.375" x 8.3"
Back Cover (directory) *	8.375" x 10.875"
Full Page *	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Vertical	2.5" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
Digital Media	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p
Digitally Responsive Publication	502p x 498p

* Full-page ads are intended to bleed off the page (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
<i>Fueling Indiana</i>	
12/12/18	February 2019
4/10/19	June 2019
7/10/19	September 2019
10/9/19	December 2019
<i>Membership Directory and Buyers' Guide</i>	
5/6/2019	July 2019

DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).
NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

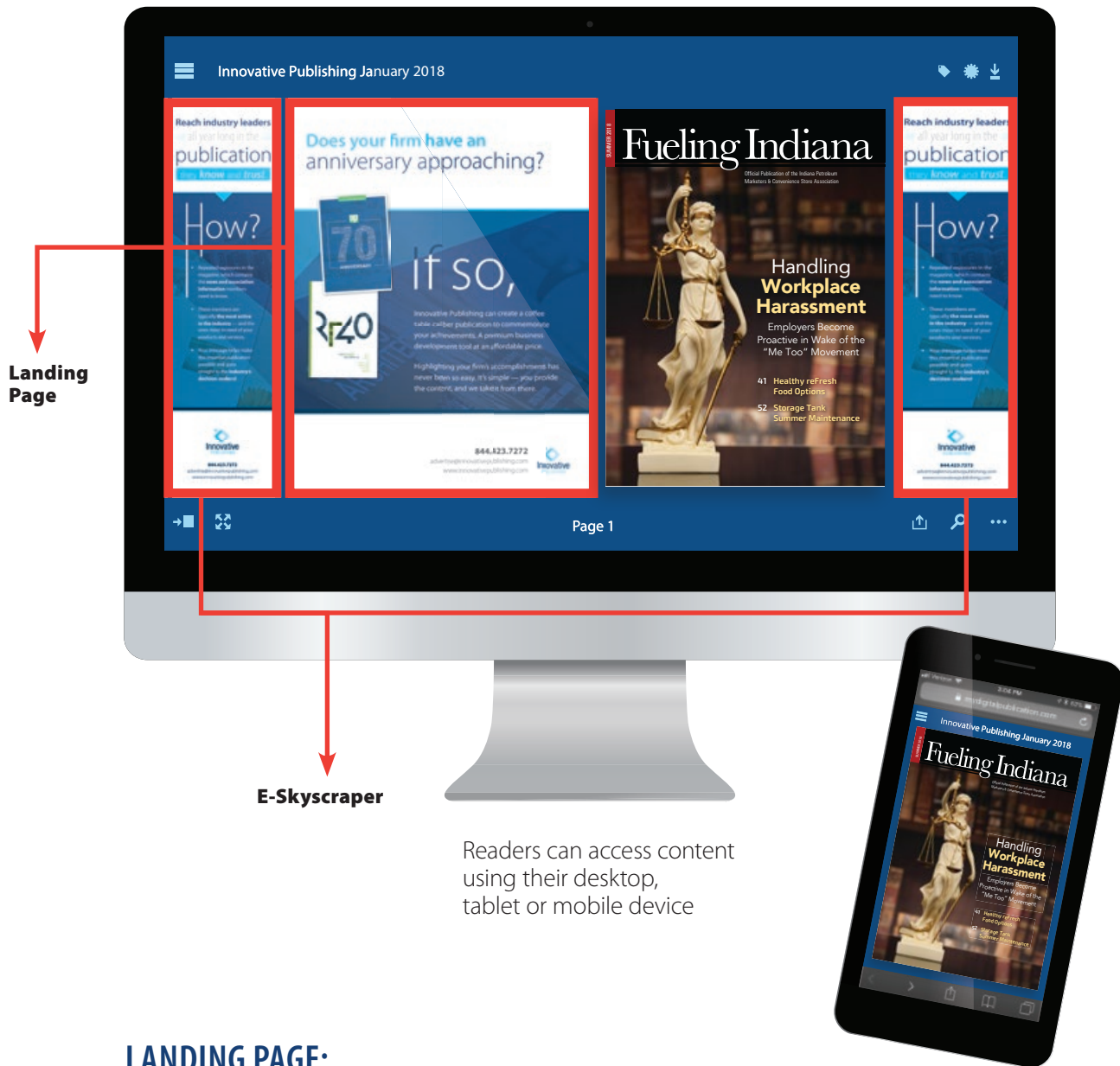
- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing
 520.546.0623 Voice
 520.990.0625 Cell
advertise@innovativepublishing.com



www.innovativepublishing.com



E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 603 pixels x 783 pixels

E-SKYSRAPER:

Available positions: 1

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS



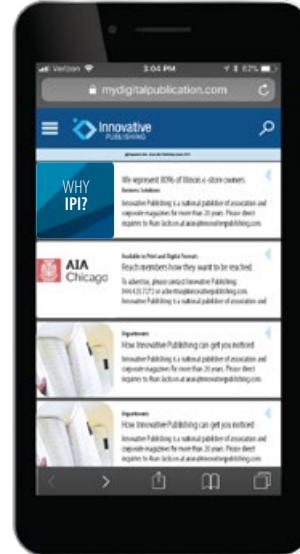
TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DESKTOP VERSION



MOBILE VERSION

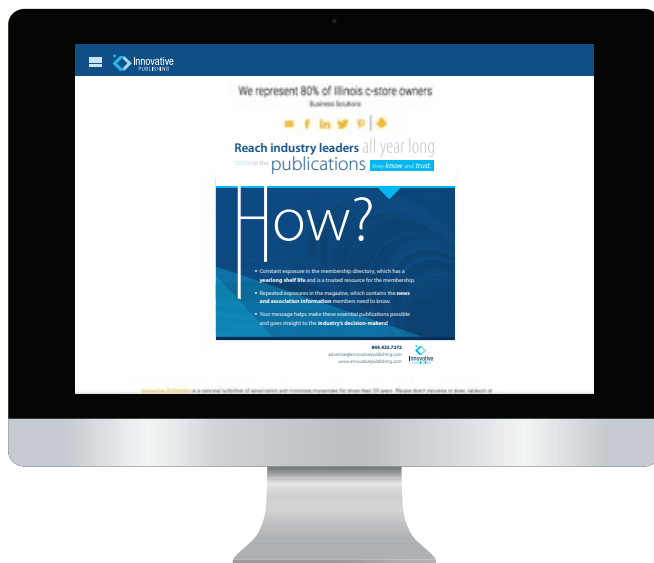


DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

