

FUEL MONITOR



1x - Fuel Monitor Advertising Rates:

	<u>B&W</u>	<u>Color</u>
Back Cover Position (color only)		\$1,200
Inside Front Cover Position (color only)		\$1,150
Full Page	\$780	\$900
½ Page	\$480	\$600
¼ Page	\$330	\$450
Business Card Ad	\$100	\$125

3x - Fuel Monitor Advertising Rates:

Spring '14 / Summer '14/Fall '14

	<u>B&W</u>	<u>Color</u>
Back Cover Position (color only)		\$3,000
Inside Front Cover Position (color only)		\$2,850
Full Page	\$1,950	\$2,250
½ Page	\$1,200	\$1,500
¼ Page	\$825	\$1,125
Business Card Ad	\$250	\$300

APMA MEMBERS RECEIVE A 10% DISCOUNT ON ALL ADVERTISING RATES

Fuel Monitor Advertising Dimensions:

Sizes are in inches – width by height

Magazine trim size	8.5 x 11
Full page bleed	8.75 x 11.25
Full page no bleed	7.5 x 10
½ Horizontal	7.5 x 5
¼ Vertical	3.625 x 5
Business Card Ad	3.5 x 2.25

Digital files are appreciated. PDF files with all fonts included at 300 dpi preferred. Large files: FTP upload option is available upon request.

Business Card Ads: Provide scan of business card in .pdf format. Custom-designed business card-style ads created of an equivalent size are acceptable.

For assistance with your Fuel Monitor advertising program, please contact:

Alan Ring, APMA Fuel Monitor Committee
949-228-8088 / fuelmonitor@apma4u.org

Material Deadlines

Spring 2014

Ad insertion order and ad artwork files are due by:
February 21, 2014

Spring 2014 Issue mails
March 2014

Summer 2014

Ad insertion order and ad artwork files are due by:
May 23, 2014

Summer 2014 Issue mails
June 2014

Fall 2014

Ad insertion order and ad artwork files are due by: August 22, 2014

Fall 2014 Issue mails
September 2014