

FUEL MONITOR

The Official Publication of the Arizona Petroleum Marketers Association



WHO ARE WE?

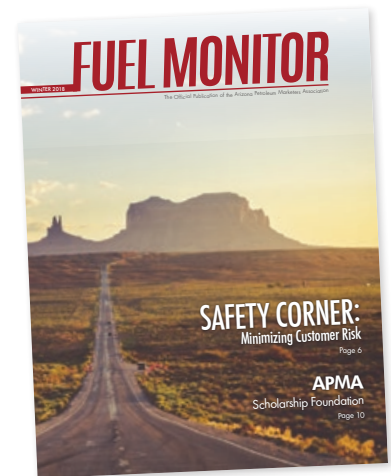
Our association represents **decision-makers throughout Arizona** responsible for contracting, purchasing or recommending your products and services, including:

- ◆ Bulk storage plants (USTs, ASTs and loading racks)
- ◆ Card locks, convenience stores and truck stops
- ◆ Petroleum terminals and transmix refining facilities
- ◆ Auto and truck repair shops

WHY APMA?

- ◆ Our members distribute more than **1.9 billion gallons of fuel annually to 850+ locations** throughout Arizona.
- ◆ CEOs, owner/operators and purchasers **from all across Arizona** read each issue of *Fuel Monitor*.

ABOUT THE PUBLICATION



Fuel Monitor is the official publication of the Arizona Petroleum Marketers Association. This professionally designed publication is a critical component of the APMA communications program and features relevant editorial and resources for people directly involved in Arizona's petroleum 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 20 years, is the official publisher of *Fuel Monitor*.



www.innovativepublishing.com

Please contact

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EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
FUEL MONITOR	
2/19/18	April 2018
4/23/18	June 2018
7/23/18	September 2018
11/12/18	January 2019

NET ADVERTISING RATES: FUEL MONITOR

Size	1x	4x
Covers	N/A	\$865
Full Page	\$1010	\$745
1/2 Page	\$605	\$450
1/3 Page	\$510	\$375
1/4 Page	\$400	\$300
1/6 Page	\$305	\$225
1/9 Page	\$255	\$190

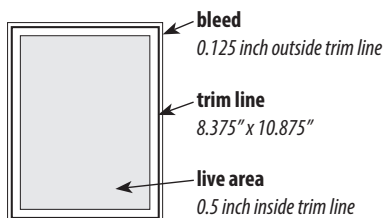
Covers include: inside front cover, inside back cover and back cover.
All rates are full-color advertisements.

SPECIFICATIONS: FUEL MONITOR

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.3"
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 Block	5.187" x 4.937"
1/3 Page Vertical	2.5" x 10"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Block	2.5" x 3.25"

* **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**



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

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