

# 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 **2 billion gallons of fuel annually to more than 1,000 locations** throughout Arizona.
- ◆ Convenience stores employ **more than 40,000 Arizonans** and represent **more than \$9 billion** in total sales in the state.

## 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 25 years, is the official publisher of *Fuel Monitor*.



www.innovativepublishing.com

## Please contact

Richard Ochsner/Marketing Consultant  
Innovative Publishing  
520.546.0623  
520.990.0625 Cell  
richard@innovativepublishing.com

## NET ADVERTISING RATES PER ISSUE: 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
Digital Media		
Standard View Skyscraper	\$400	\$400
Standard View Landing Page	\$400	\$400

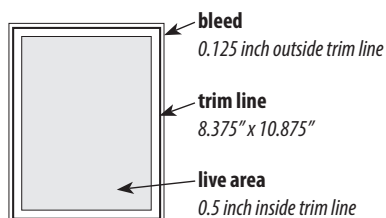
Covers include: inside front cover, inside back cover, page 3 and back cover. All rates are full-color advertisements.

## SPECIFICATIONS: FUEL MONITOR

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.875"
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 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"
Digital Media	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

\* 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
<b>FUEL MONITOR</b>	
2/21/20	April 2020
4/20/20	June 2020
7/20/20	September 2020
11/9/20	January 2021

## 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](mailto: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. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

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

## TO ADVERTISE, PLEASE CONTACT

**Richard Ochsner/Marketing Consultant**

Innovative Publishing

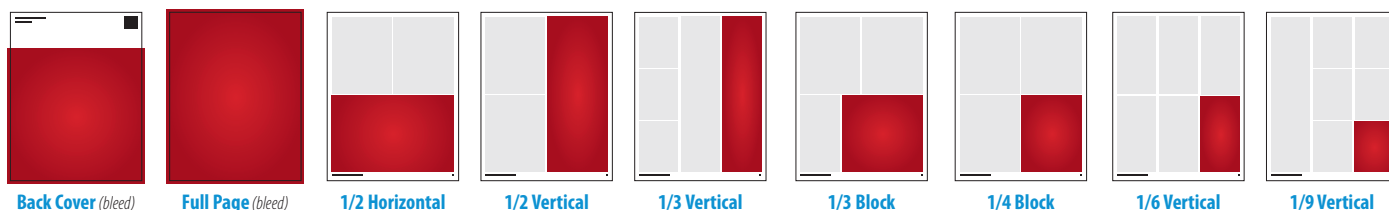
520.546.0623 Voice

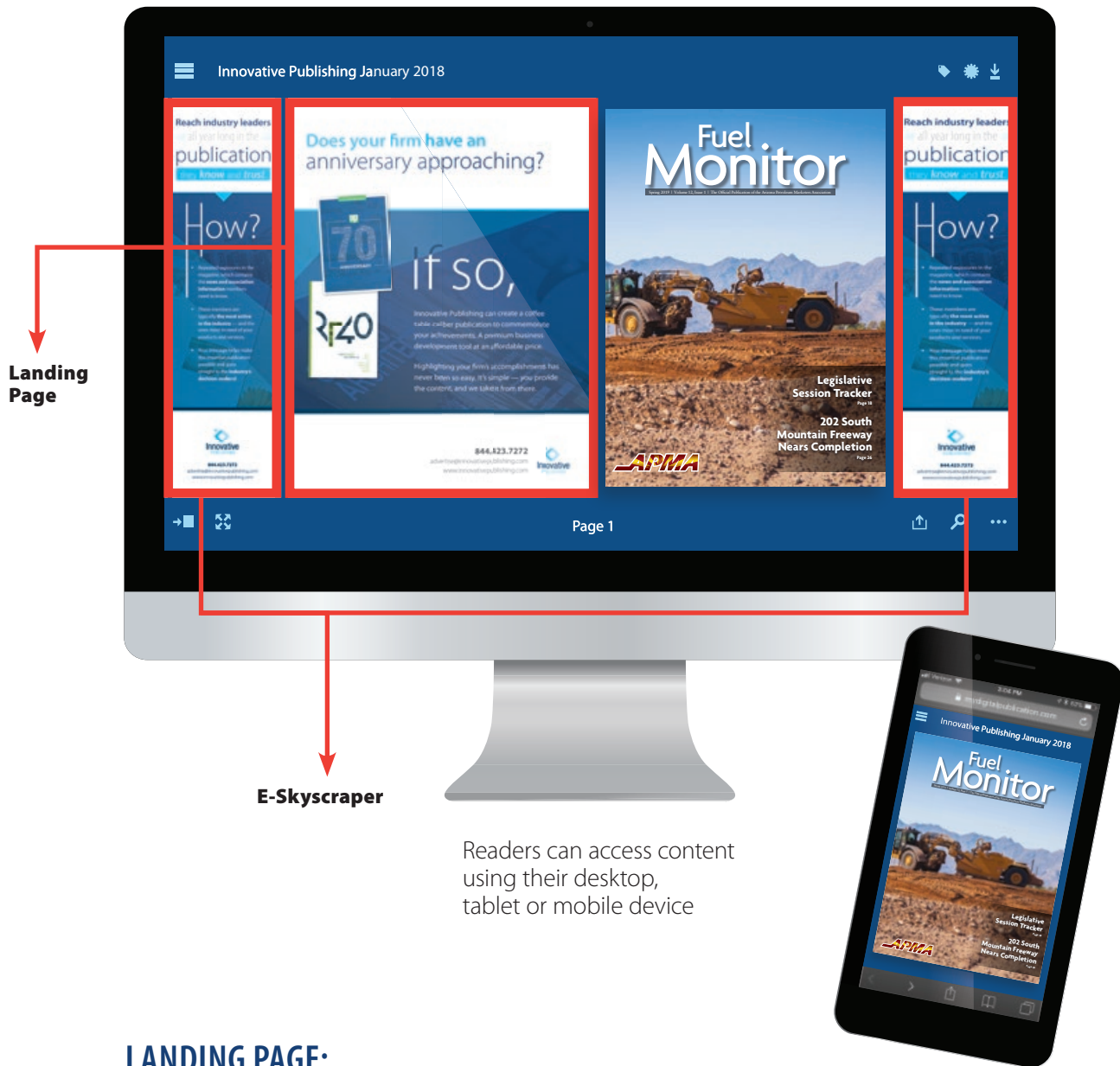
520.990.0625 Cell

[richard@innovativepublishing.com](mailto:richard@innovativepublishing.com)



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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-SKYSCRAPER:**

**Available positions:** 2

**Rate:** \$400

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