

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, fuel terminals and transmix refining facilities** and **auto and truck repair shops**. **Fuel Monitor** is a critical component of the APMA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

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.

NET ADVERTISING RATES

Print Edition Advertising	1x	4x
Premium Position*	N/A	\$905
Full Page	\$1,055	\$780
1/2 Page	\$635	\$470
1/3 Page	\$535	\$390
1/4 Page	\$415	\$315
1/6 Page	\$320	\$235
1/9 Page	\$270	\$200
Digital Edition Advertising	1x	4x
Interstitial Ad	\$575	N/A
Landing Page	\$575	N/A

[CLICK HERE FOR AD EXAMPLES](#)

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

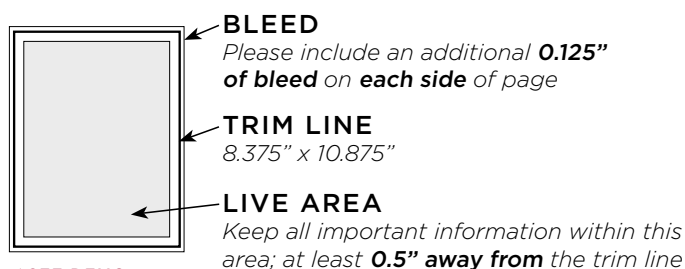
Issue Number	Artwork Due	Delivered to Members
Volume 16 Issue 1	2/17/23	April 2023
Volume 16 Issue 2	4/17/23	June 2023
Volume 16 Issue 3	7/17/23	September 2023
Volume 16 Issue 4	11/6/23	January 2024

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

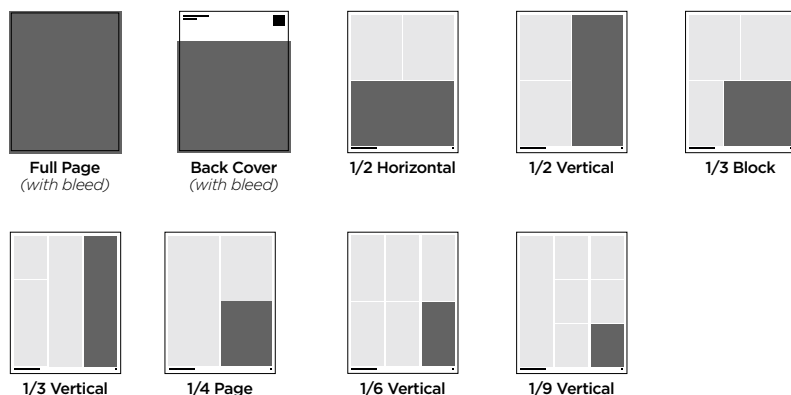
Print Ad Size	Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Block	5.187" x 4.937"
1/3 Vertical	2.5" x 10"
1/4 Page	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"
1/9 Vertical	2.5" x 3.25"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels

* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.