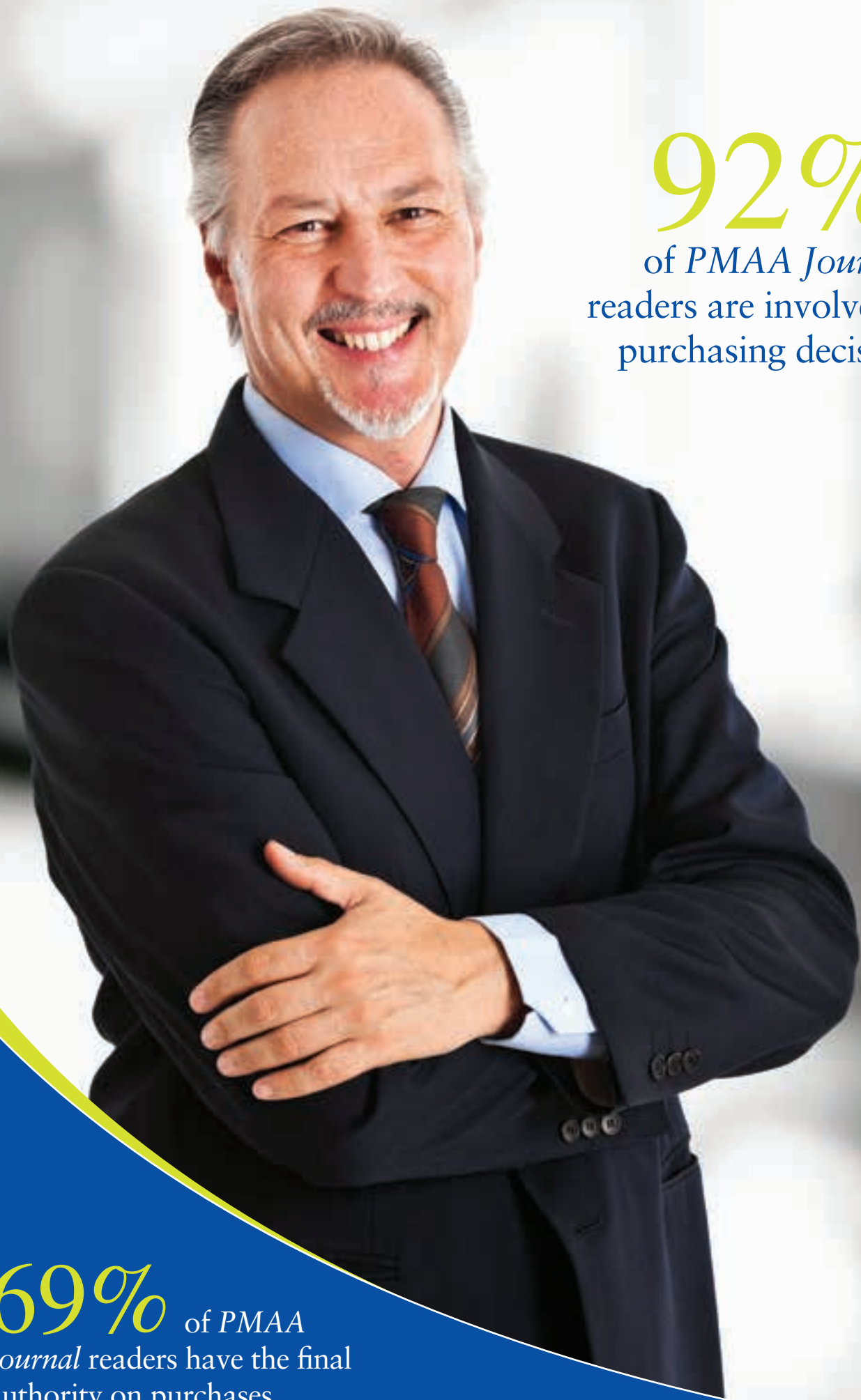


PMAA JOURNAL



2016 Rate Card



92%

of *PMAA Journal*
readers are involved with
purchasing decisions.

69%

of *PMAA Journal*
readers have the final
authority on purchases.

WHO ARE WE?

The Petroleum Marketers Association of America (PMAA) is a federation of **47 state and regional trade associations nationwide.**

Our members and readers are approximately **8,000 independent petroleum marketers and convenience-store owners** throughout the United States.

WHY PMAA?

Our members own and operate

60,000 retail fuel outlets
across the country,

including gas stations, truck
stops and convenience stores

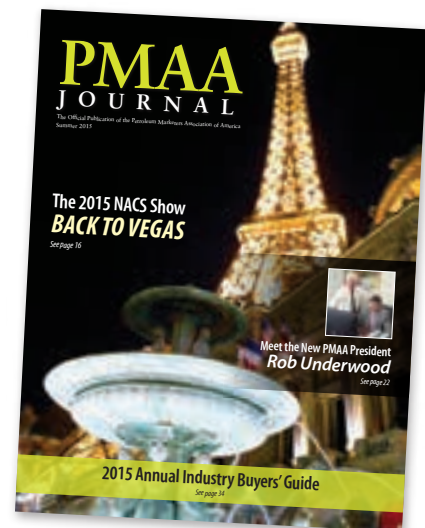
Our members supply fuel to
an additional **40,000**
independent retailers

Nearly **80%**

of *PMAA Journal* readers say they've taken
action as a result of the content they've read in
the magazine, and

nearly **60%**

say they've taken action with
advertisers they've seen in
PMAA Journal



Bottom line:

When it comes to serving the
petroleum marketers, wholesalers,
distributors and c-store owners
in the United States,
we are the industry.



Innovative Publishing, a national publisher of association and corporate magazines for more than 20 years, is the official publisher of *PMAA Journal*.

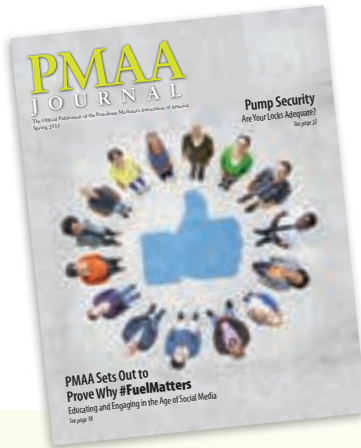
For more information, contact Bob Sales (Midwest and West), bob@innovativepublishing.com;
or Kelly Arvin (Northeast and Southeast), kelly@innovativepublishing.com • 844.423.7272



Each quarter,

thousands of influential PMAA members in the petroleum-marketing, convenience-store and oilheat industries turn to *PMAA Journal* for the very best in information that matters to their businesses.

Nearly
80%
of *PMAA Journal* readers
have taken action on
articles or columns they've
read in the magazine.



Editorial Calendar

WINTER 2016

Ads Close: December 8, 2015

Copy and Artwork Due:

December 11, 2015

Ships: January 2016

Features

Fuels and Fueling: Diesel

Micron Filter

Store Equipment: New Year,

New Fixtures

Inside the Store: Leveraging the Power of Google Analytics

Profile of Incoming PMAA Chairman

On the Cutting Edge

Departments

PMAA Today

From Capitol Hill

At the Agencies

Oilheat Update

Legal Briefs

Money Matters

Risk Management

In the Spirit

In the News

State Round-Up

Association Information

Calendar of Events

PMAA's Small

Business Committee

PMAA's Marketer

Defense Fund

SPRING 2016

Ads Close: March 8, 2016

Copy and Artwork Due:

March 11, 2016

Ships: April 2016

Features

Fuels and Fueling: How Petroleum Marketers Can Adapt to Ride-Sharing

Store Equipment: What Can Canopies Do for You?

Inside the Store: Think Drinks

On the Cutting Edge

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SUMMER 2016

Ads Close: June 7, 2016

Copy and Artwork Due:

June 10, 2016

Ships: July 2016

Special NACS Show Preview Issue!

Includes 2016 Industry Buyers' Guide and 2016 New Product Spotlight!

Features

Fuels and Fueling:

UST Rule Update

Store Equipment: Cool New

Tech in Refrigeration

Inside the Store: Is Your Website Mobile-Friendly?

On the Cutting Edge

Departments

PMAA Today

From Capitol Hill

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Oilheat Update

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In the News

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Defense Fund

FALL 2016

Ads Close: August 16, 2016

Copy and Artwork Due:

August 19, 2016

Ships: September 2016

Features

Fuels and Fueling:

Biodiesel Update

Store Equipment: Mobile

Payments in the C-Store

Inside the Store: Social Media Do's and Don'ts

On the Cutting Edge

2016 National Membership Directory

Departments

PMAA Today

From Capitol Hill

At the Agencies

Oilheat Update

Legal Briefs

Money Matters

Risk Management

In the Spirit

In the News

State Round-Up

Annual Calendar of Events

PMAA's Small

Business Committee

PMAA's Marketer

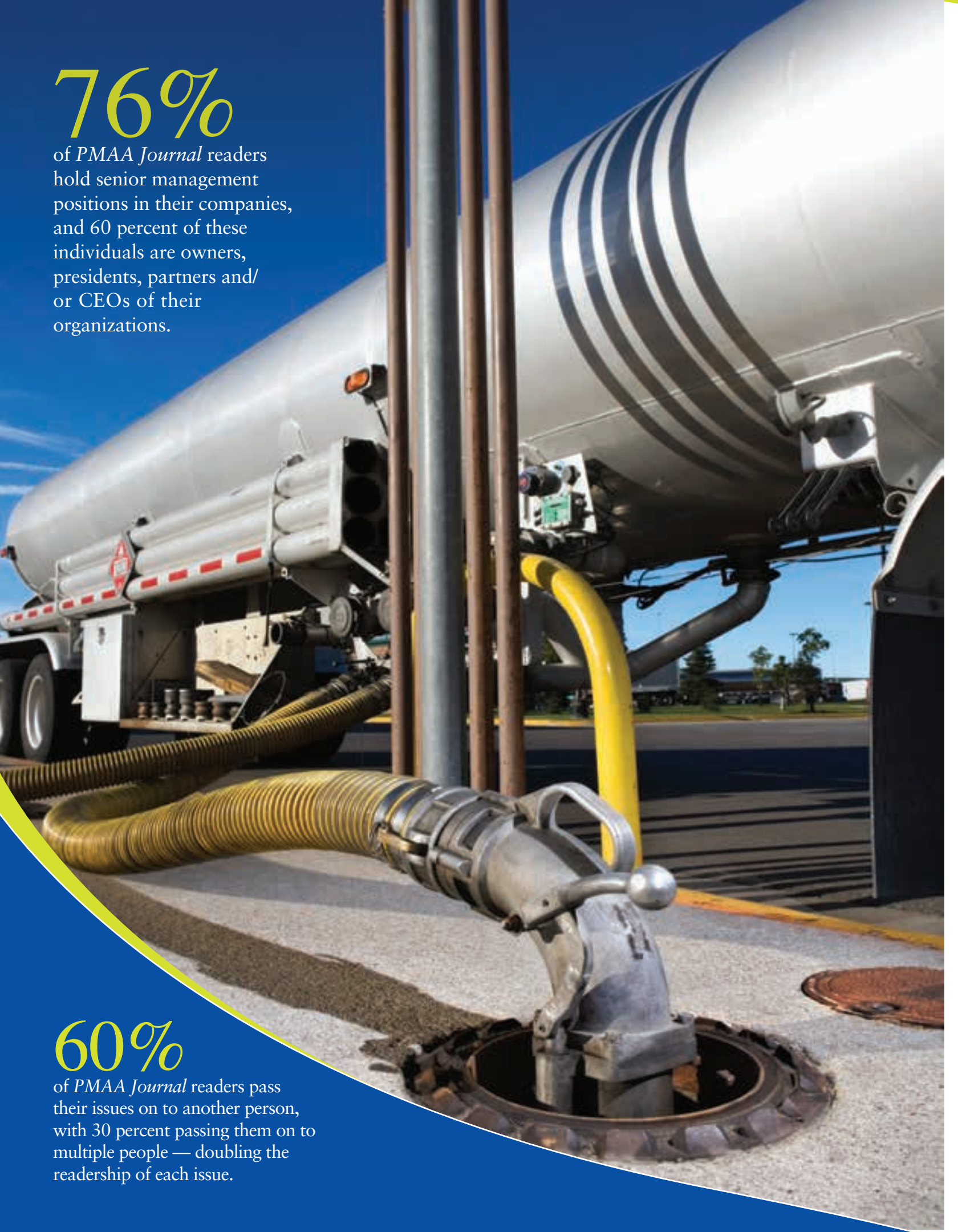
Defense Fund

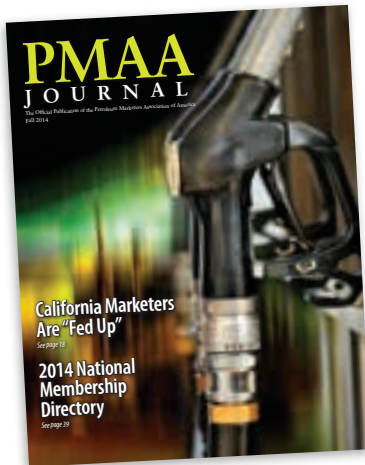
76%

of *PMAA Journal* readers hold senior management positions in their companies, and 60 percent of these individuals are owners, presidents, partners and/or CEOs of their organizations.

60%

of *PMAA Journal* readers pass their issues on to another person, with 30 percent passing them on to multiple people — doubling the readership of each issue.





2016 Rate Card

Net Advertising Rates Per Issue

Covers

Ad Sizes	1x - 3x Rate	4x Rate
Inside Front	\$5860	\$5275
Inside Back	\$5860	\$5275
Back Cover	\$6270	\$5645

Display Ads

Ad Sizes	1x - 3x Rate	4x Rate
Full Page	\$4690	\$4175
2/3 Page	\$3750	\$3340
1/2 Page Island	\$3525	\$3135
1/2 Page	\$3285	\$2925
1/3 Page	\$2745	\$2445
1/4 Page	\$2110	\$1880
1/6 Page	\$1500	\$1335

Guaranteed Positions

Guaranteed positions are an additional 15%.

Design Services

If you need help designing your ad, our graphic designers can design it for you at **no charge**.

Payment Terms

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

Advertiser hereby agrees to indemnify, hold harmless and defend Innovative Publishing, its owners, officers, agents, and affiliates from and against all costs, losses, expenses, suits, claims or damages of any kind or nature whatsoever arising out of or related in any way to the advertiser's ads, including but not limited to, intellectual property infringement claims. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges as outlined on the Rate Card. In the event of a contract cancellation, the advertiser or agency agrees to repay Innovative Publishing any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. Any cancellations received 30 days prior to publication will be due no refund, and Innovative Publishing will not be liable for continuation of the advertising contract. All premium positions are non-cancelable. Ads may also appear in an online version of the publication(s).



Readers consistently

rank *PMAA Journal* highly in terms of information accuracy, credibility and timeliness.

Most *PMAA*

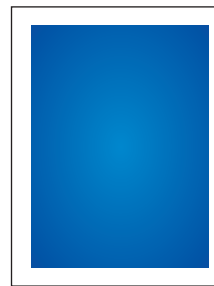
Journal readers have read each of the past four issues of the magazine.



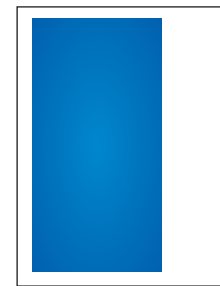
Ad Shapes and Sizes



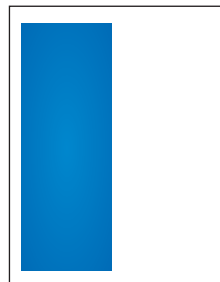
Full Page (trim size)
8.375 x 10.875 in.



Full Page (non-bleed)
7.375 x 9.875 in.



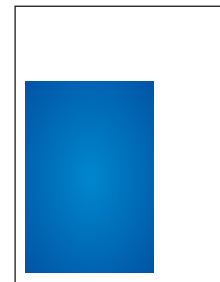
2/3 Page Vertical
5.187 x 10 in.



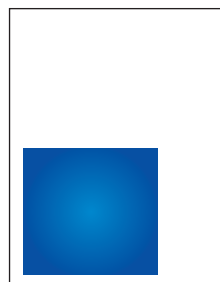
1/2 Page Vertical
3.875 x 10 in.



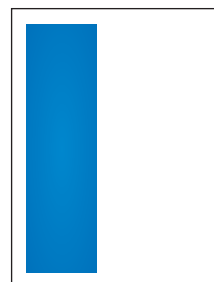
1/2 Page Horizontal
7.875 x 4.937 in.



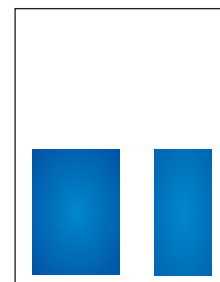
1/2 Page Island
4.5 x 6.875 in.



1/3 Page Block
5.187 x 4.937 in.



1/3 Page Vertical
2.5 x 10 in.



1/4 Page Block 1/6 Page Vertical
3.875 x 2.5 x
4.937 in. 4.937 in.

The numbers don't lie —

PMAA Journal is a proven, trusted resource to the industry leaders your company should be targeting.

Nearly **60%** of *PMAA Journal* readers have taken action on ads they've viewed in the magazine.





Advertising Specifications

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.
- 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.

Advertising Terms and Copy Regulations

- Advertisers and agency shall be jointly and severally liable for such monies as are due and payable to Innovative Publishing for advertising ordered by the agency.
- All advertising ordered may be edited or rejected at the discretion of the publisher.
- Invoices for advertising are due and payable upon receipt. Bills are considered overdue 30 days from the date of billing, and a service charge of 1.5 percent per month (18 percent per year) will be levied.
- Advertisers assume sole responsibility for advertisements and indemnify Innovative Publishing against any loss, liability or expense resulting from publication of the advertisements.
- All requests for process color are accepted with the understanding that color shades may vary slightly due to restrictions outside of the control of the publisher.
- The publisher is not responsible for electronic ads and/or artwork supplied by the customer that do not reproduce properly in the magazine.

Frequency Discounts

Frequency discounts are based on the number of ads run in a contract year. A contract year may start at any time. Advertisers who increase their frequency during the contract year will receive an advertising credit; advertisers who cancel or do not fulfill their contract will be billed the difference between the rate earned and the contract rate. In order to earn a bulk or frequency discount, the advertiser must sign an advertising contract in advance and the account must remain current to receive a contract discount. Current is 30 days paid in full from invoice date. Advertising with a balance of 60 days or more will be unable to advertise without prepayment and 10 percent of entire past-due bill. Contracts will be reviewed to determine if the terms of the agreement were fulfilled.

Contract/Insertion Order Policy

No ad will be placed for print without a signed *PMAA Journal* advertising contract and/or an advertising agency insertion order.

All advertisers (including advertising agencies or their clients) must complete and submit to Innovative Publishing a signed *PMAA Journal* advertising contract in order to qualify for multi-issue discounted rates ... there are no exceptions. Advertising agency insertion orders do not qualify the advertiser for multi-issue discounted rates unless insertion order is accompanied by a signed *PMAA Journal* advertising contract.

All printed rates are subject to change before a signed contract and/or insertion order is received by publisher.

Cancellations

Cancellations must be in writing and received by the publisher prior to the ad closing date. Covers are non-cancelable.

PMAA JOURNAL

For more information, contact Bob Sales (Midwest and West), bob@innovativepublishing.com;
or Kelly Arvin (Northeast and Southeast), kelly@innovativepublishing.com • 844.423.7272