

# Demographics



**PMAA**  
JOURNAL

# Reach owners and operators of over 100,000 convenience stores and independent retailers.

## Why advertise in PMAA Journal?

*PMAA Journal* is the official publication of the Petroleum Marketers Association of America. PMAA member companies transport, store and sell gasoline, diesel fuel, heating oil, kerosene, jet fuel, lubricants and specialty fuels and operate convenience stores.

Unlock the power of your advertising by having direct access to over 60,000 readers in the petroleum and c-store industry. PMAA members own and operate more than 60,000 convenience stores and supply motor fuel to an additional 40,000 independent retailers. This means that over 60% of the nation's gasoline and 80% of the fuel is marketed by PMAA members. PMAA-affiliated oil dealers sell over 90% of the nation's heating oil. *PMAA Journal* is the only national publication that reaches this audience of convenience store owners and operators and petroleum marketers.

*PMAA Journal* is a comprehensive publication that features innovations, legislature, policy development and new profit opportunities that help shape the future of the petroleum industry and is a "must-read" for members of every state petroleum-marketer and c-store association in the United States. These owners, CEOs, presidents and senior management represent over 80% of the industry.

Participating in *PMAA Journal* not only allows your company to be in front of the leaders of the industry, but it also helps PMAA to continue to lobby legislatures to further strengthen the market for all companies. *PMAA Journal* is the vehicle of communication members use to stay in touch with the rapidly advancing petroleum and c-store industry.

## Who is Innovative Publishing Ink?

The publisher of *PMAA Journal*, Innovative Publishing Ink specializes in publishing business-to-business magazines for corporations and trade publications for associations. We partner with our clients to provide top-notch services and award-winning products. In the past 15 years, Innovative Publishing Ink has assisted more than 350 clients with their communication needs.



*PMAA Journal is a comprehensive publication that features innovations, legislature, policy development and new profit opportunities that help shape the future of the petroleum industry and is a "must-read" for members of every state petroleum-marketer and c-store association in the United States.*

# 2010 Editorial Calendar



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# 2010 Editorial Calendar

## WINTER 2010

### Ads Close:

December 7, 2009

### Copy and Artwork Due:

December 10, 2009

**Ships:** January 2010

### FEATURES

**Fuels and Fueling: Mergers and Acquisitions** – Information from the experts at Matrix Capital Markets Group on how to expand or join forces within the marketplace.

**Store Equipment: Financing Options and Tips** – A discussion of techniques marketers can use to improve their borrowing power and increase their business's cash flow.

**Inside the Store: Affordable Employee Benefits Packages** – Learn about the options available to employers looking to take care of their employees without breaking the bank.

**A Look Ahead** – An overview of legislative initiatives, PMAA programs and areas of interest for 2010.

Profile of Incoming PMAA Chairman

On the Cutting Edge: Marketer Profile

### 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
- Calendar of Events
- PAC Update
- New Product Spotlight

## SPRING 2010

### Ads Close:

March 1, 2010

### Copy and Artwork Due:

March 4, 2009

**Ships:** April 2010

### FEATURES

**Fuels and Fueling: Biodiesel** – An examination of the latest trends and products available for marketers looking to appeal to environmentally conscious consumers.

**Store Equipment: Inventory Management Software** – Useful tools for store owners who want to be more efficient in how they keep track of their products.

**Inside the Store: Tobacco Regulation by the FDA** – PMAA's regulatory experts look at what new regulation of the tobacco industry means for c-store owners who carry these products in their locations.

2010 Washington Conference Preview

2010 PMAA Industry Buyers' Guide – A comprehensive, categorical presentation of suppliers and service-providers in the petroleum marketing and c-store industry.

On the Cutting Edge: Marketer Profile

### 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
- Calendar of Events
- PAC Update
- 2010 Distinguished Service Award
- New Product Spotlight

## SUMMER 2010

### Ads Close:

June 7, 2010

### Copy and Artwork Due:

June 10, 2010

**Ships:** July 2010

### FEATURES

**Fuels and Fueling: DEF and New EPA Limits on Diesel Emissions** – Learn more about diesel emission fluid and how new demand for this product can benefit petroleum marketers.

**Store Equipment: Tank Equipment** – The latest in tank technology offerings, available feature and more information for marketers interested in an upgrade.

**Inside the Store: Restrooms and Store Cleanliness** – Appeal to even the toughest consumers by keeping your stores spotless and inviting.

2009 PMAA National Membership Directory

On the Cutting Edge: Marketer Profile

### 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
- Calendar of Events
- PAC Update
- New Product Spotlight

## FALL 2010

### Ads Close:

July 19, 2010

### Copy and Artwork Due:

July 22, 2010

**Ships:** August 2010

### FEATURES

**Fuels and Fueling: Automated Gas Stations and Convenience Stores** – A look at the technology that makes unmanned retail locations possible for forward-looking marketers on the lookout for innovation.

**Store Equipment: Employee Safety** – Exploring valuable information and technology designed to keep your employees safe in robbery scenarios.

**Inside the Store: Coffee** – Learn about how you can draw customers into your stores with a steaming cup of java first thing in the morning – or throughout the day.

2010 NACS Show Preview Guide

2010 PMAA Industry Buyers' Guide – A comprehensive, categorical presentation of suppliers and service-providers in the petroleum marketing and c-store industry.

On the Cutting Edge: Marketer Profile

### 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
- Calendar of Events
- PAC Update
- New Product Spotlight

# 2010 Rate Card



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# 2010 Rate Card

Covers (All covers are 4-color process.)

Ad Sizes	1x-2x Rate	3x-4x Rate
Inside Front	\$5580	\$4865
Inside Back	\$5580	\$4865
Back Cover	\$6120	\$5325

## 4-Color Display Ads

Ad Sizes	1x-2x Rate	3x-4x Rate
Full Page	\$4360	\$3835
2/3 Page	\$3580	\$3170
1/2 Page Island	\$3245	\$2890
1/2 Page	\$3035	\$2710
1/3 Page	\$2350	\$2125
1/4 Page	\$2040	\$1860
1/6 Page	\$1770	\$1630
1/8 Page	\$1640	\$1520
1/12 Page	\$735	\$630

## B&W Display Ads

Ad Sizes	1x-2x Rate	3x-4x Rate
Full Page	\$3520	\$2995
2/3 Page	\$2740	\$2330
1/2 Page Island	\$2400	\$2050
1/2 Page	\$2195	\$1865
1/3 Page	\$1510	\$1285
1/4 Page	\$1200	\$1020
1/6 Page	\$930	\$790
1/8 Page	\$800	\$680

Please note that the above rates are net of commissions.

## Guaranteed Positions

Guaranteed positions are an additional 15%.

## Industry Buyers' Guide and/or NACS Show Guide

- Listing with contact information, brief company description and 4-color logo \$599
- Listing with contact information, brief company description and no logo \$200
- Brief company description includes 10 lines. Additional lines are \$25 each.

## New Product Spotlight

\$500 per issue. Includes a color photo of the new product and up to a 95-word description.

## Production Charges

The rate for design and layout is \$100 for black-and-white ads and \$250 for color ads.

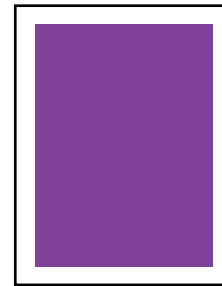
## Payment Terms

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

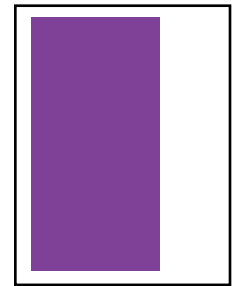
## Ad Sizes and Shapes



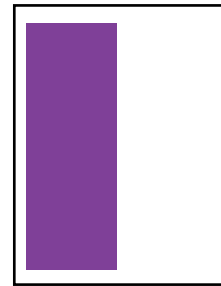
Full Page (trim size)  
8.375 x 10.875 in.



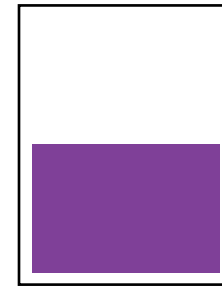
Full Page (non-bleed)  
7.375 x 9.875 in.



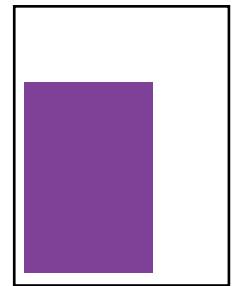
2/3 Page Vertical  
5.187 x 10 in.



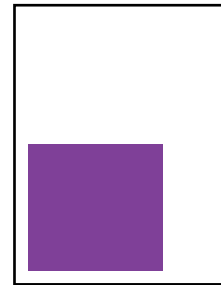
1/2 Page Vertical  
3.875 x 10 in.



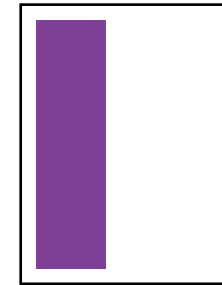
1/2 Page Horizontal  
7.875 x 4.937 in.



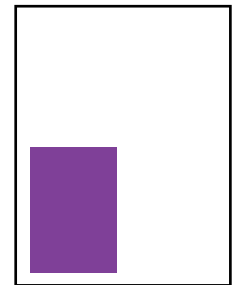
1/2 Page Island  
4.5 x 6.875 in.



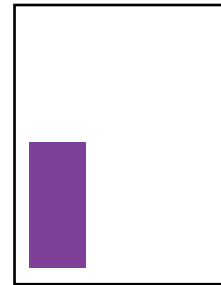
1/3 Page Block  
5.187 x 4.937 in.



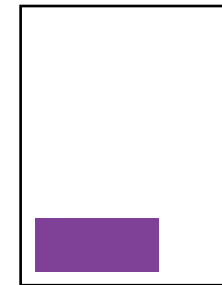
1/3 Page Vertical  
2.5 x 10 in.



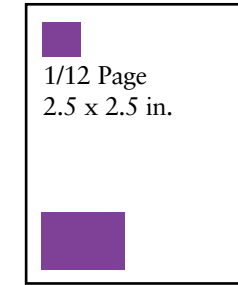
1/4 Page Block  
3.875 x 4.937 in.



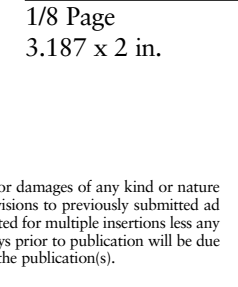
1/6 Page Vertical  
2.375 x 5.187 in.



1/6 Page Horizontal  
5.187 x 2.375 in.



1/12 Page  
2.5 x 2.5 in.



1/8 Page  
3.187 x 2 in.

Advertiser hereby agrees to indemnify, hold harmless and defend Innovative Publishing Ink, 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 Ink 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 Ink 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).

# Mechanical Specifications



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# Mechanical Specifications

## Digital File Requirements

- Submit all artwork in Mac-based Adobe InDesign, QuarkXPress, Adobe Illustrator, Adobe Photoshop or as a PDF file, press optimized.
- Graphics should be set at a minimum resolution of 400 dpi.
- Color images and solid colors must be in CMYK process ink mode.
- For full-page ads with bleeds, add 1/8 inch on all sides.
- All ads larger than 5MB can be uploaded to our FTP site.  
Go to [www.ipipublishing.com](http://www.ipipublishing.com) and select Advertiser Support.  
The files must be compressed prior to uploading.  
Ads can also be mailed or e-mailed to [graphics@ipipublishing.com](mailto:graphics@ipipublishing.com).
- All artwork, logos, screen and printer fonts used in the ad must be included.
- Images and graphics should be provided as TIFF or EPS files.
- Ad must be accompanied by an industry-standard, color-accurate proof.

## 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 Ink 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% per month (18% per year) will be levied.
- Advertisers assume sole responsibility for advertisements and indemnify Innovative Publishing Ink 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% 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 Ink 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.



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