

# Marketers Update and the MPMCSA 2018-19 Membership Directory



The Official Publications of the Mississippi Petroleum Marketers & Convenience Store Association

## WHO ARE WE?

Our association is the **voice of petroleum marketing in Mississippi**, representing decision-makers throughout the state who are responsible for contracting, purchasing or recommending your products and services, including:

- ◆ Petroleum marketers
- ◆ Convenience-store owners
- ◆ Petroleum wholesalers/distributors

## WHY MPMCSA?

- ◆ **More than 90 percent** of Mississippi's fuel retailers, c-store owners, jobbers, blenders and other leaders in the state's petroleum marketing and c-store industry are members of MPMCSA.
- ◆ Petroleum-industry professionals from **all across Mississippi** read each issue of *Marketers Update* and the annual *MPMCSA Directory*.

## ABOUT THE PUBLICATION



**Marketers Update** and the annual **MPMCSA Directory** are the official publications of the Mississippi Petroleum Marketers & Convenience Store Association. These professionally designed publications are a critical component of MPMCSA's communications program and features relevant information for people directly involved in Mississippi's petroleum marketing and c-store 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 *Marketers Update* and the annual *MPMCSA Directory*.



www.innovativepublishing.com

## Please contact

Innovative Publishing  
844.423.7272 TOLL-FREE  
888.780.2241 FAX  
advertise@innovativepublishing.com

## EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
<b>MARKETERS UPDATE</b>	
11/2/18	January 2019
2/8/19	April 2019
5/10/19	July 2019
8/9/19	October 2019
<b>MEMBERSHIP DIRECTORY</b>	
10/1/18	December 2018

## NET ADVERTISING RATES (NON-MEMBER):

Size	Marketers Update 1x	Marketers Update 4x	Directory B&W	Directory Color
Covers	N/A	\$1,260	N/A	\$2,010
Full Page	\$1,665	\$1,155	\$1,220	\$1,645
1/2 Page	\$1,255	\$820	\$790	\$1,220
1/3 Page	\$1,025	\$630	N/A	N/A
1/4 Page	\$905	\$540	\$550	\$975
1/6 Page	\$805	\$430	N/A	N/A
<b>Digital</b>				
Standard View Skyscraper	\$400	\$400	N/A	N/A
Standard View Landing Page	\$400	\$400	N/A	N/A

4x rate includes 4 issues of the magazine. All ads in the magazine are color.

## NET ADVERTISING RATES (MEMBER):

Size	Marketers Update 1x	Marketers Update 4x	Directory B&W	Directory Color
Covers	N/A	\$1,045	N/A	\$1,675
Full Page	\$1,385	\$965	\$1,015	\$1,370
1/2 Page	\$1,045	\$685	\$660	\$1,015
1/3 Page	\$855	\$525	N/A	N/A
1/4 Page	\$750	\$445	\$455	\$810
1/6 Page	\$670	\$360	N/A	N/A
<b>Digital</b>				
Standard View Skyscraper	\$400	\$400	N/A	N/A
Standard View Landing Page	\$400	\$400	N/A	N/A

\* 4x rate includes 4 issues of the magazine. All ads in the magazine are color.

Covers include: inside front cover, inside back cover and back cover.

## SPECIFICATIONS: MARKETERS UPDATE

Page Size	8.375" x 10.875" (trim)
Back Cover* (see example)	8.375" x 8.3"
Full Page* (see example)	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 Vertical	2.5" x 10"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
<b>Digital</b>	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	603p x 783p

## SPECIFICATIONS: MEMBERSHIP DIRECTORY

Page Size	5.75" x 8.5" (trim)
Full Page & Covers* (see example)	5.75" x 8.5"
1/2 Horizontal	4.75" x 3.625"
1/2 Vertical	2.375" x 7.5"
1/4 Page	2.375" x 3.625"

## 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 at **no charge**.

## PAYMENT TERMS

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

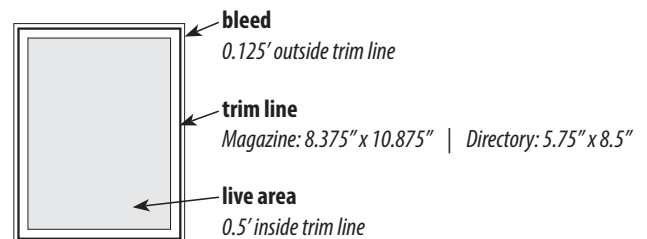
## TO ADVERTISE, PLEASE CONTACT

### Innovative Publishing

10629 Henning Way, Suite 8  
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 844.423.7272 TOLL-FREE  
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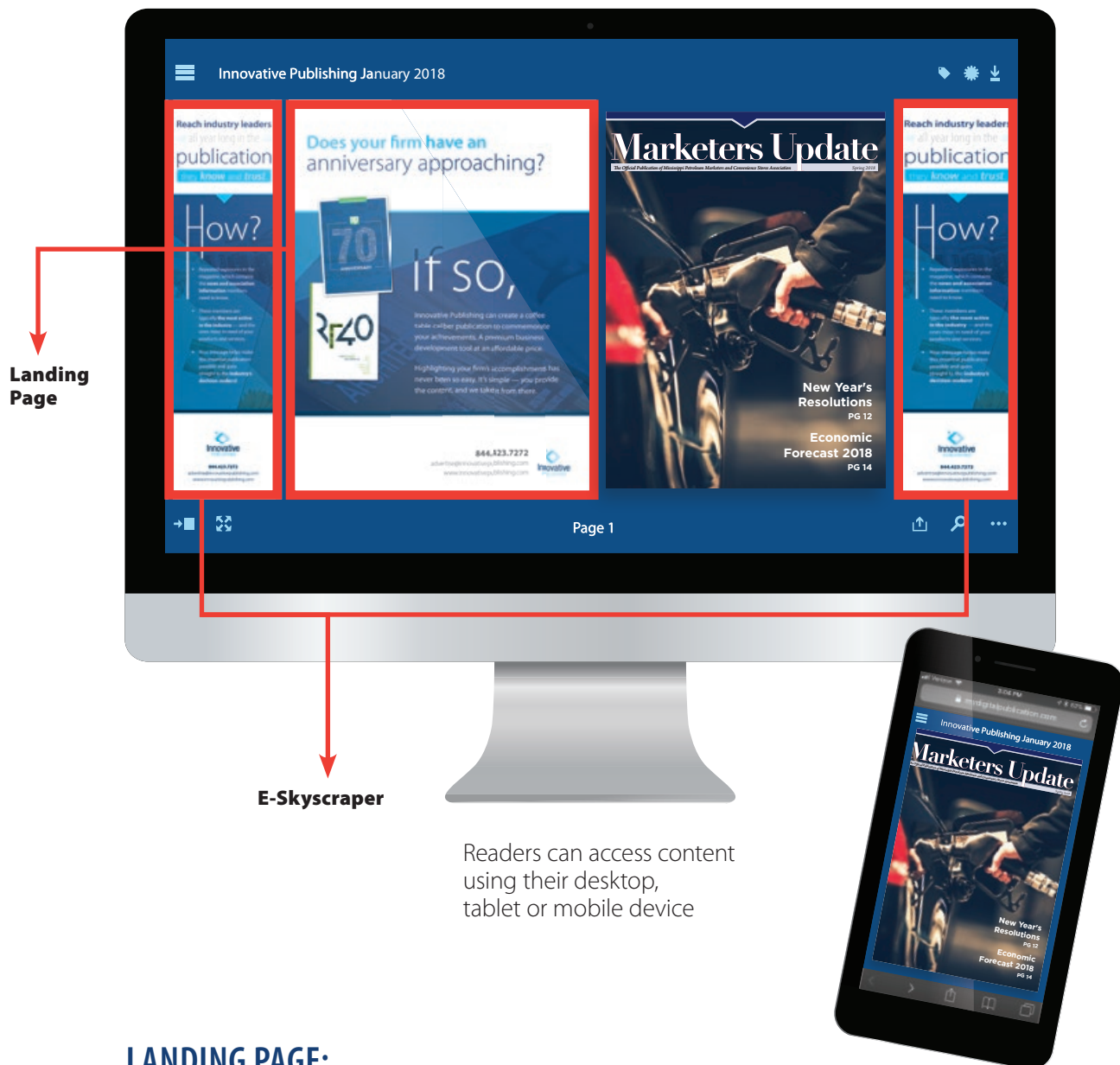
[www.innovativepublishing.com](http://www.innovativepublishing.com)



### \* Full-page ads are intended to bleed off the page

- 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 ADVERTISING



**Landing Page**

**E-Skyscraper**

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:** 1

**Rate:** \$400

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