

Marketers Update and the MPMCSA 2016-17 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 20 years, is the official publisher of *Marketers Update* and the annual *MPMCSA Directory*.



www.innovativepublishing.com

Please contact

Innovative Publishing
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EDITORIAL CALENDAR

Ad Sales Close/Artwork Due	Delivered to Members
MARKETERS UPDATE	
11/14/16	January 2017
2/17/17	April 2017
5/19/17	July 2017
8/18/17	October 2017
MEMBERSHIP DIRECTORY	
10/7/16	November 2016

NET ADVERTISING RATES (NON-MEMBER): MARKETERS UPDATE AND THE ANNUAL MEMBERSHIP DIRECTORY

	1x B&W	5x* B&W	1x Color	5x* Color
Covers	n/a	n/a	\$1,980	\$1,680
Full Page	\$1,200	\$1,080	\$1,620	\$1,380
1/2 Page	\$780	\$660	\$1,200	\$960
1/4 Page	\$540	\$450	\$960	\$750

NET ADVERTISING RATES (MEMBER): MARKETERS UPDATE AND THE ANNUAL MEMBERSHIP DIRECTORY

	1x B&W	5x* B&W	1x Color	5x* Color
Covers	n/a	n/a	\$1,650	\$1,400
Full Page	\$1,000	\$900	\$1,350	\$1,150
1/2 Page	\$650	\$550	\$1,000	\$800
1/4 Page	\$450	\$375	\$800	\$625

*5x rate includes 4 issues of the magazine + 1 issue of the directory.
Directory only is 1x rate.

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

SPECIFICATIONS: MARKETERS UPDATE

Page Size	8.375" x 10.875" (trim)
Back Cover*	8.375" x 8.3"
Full Page*	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/4 Page Block	3.875" x 4.937"

SPECIFICATIONS: MEMBERSHIP DIRECTORY

Page Size	5.75" x 8.5"
Full Page & Covers*	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"

* 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**

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. 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

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