

Marketers Update and the MPMCSA 2020-21 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 Membership Directory*.

ABOUT THE PUBLICATION



Marketers Update and the annual **MPMCSA Membership 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 feature 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 *MPMCSA Membership 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
MARKETERS UPDATE	
10/30/20	January 2021
2/5/21	April 2021
5/7/21	July 2021
8/6/21	October 2021

MEMBERSHIP DIRECTORY	
10/2/20	December 2020

NET ADVERTISING RATES (NON-MEMBER):

MARKETERS UPDATE AND THE ANNUAL MPMCSA MEMBERSHIP DIRECTORY

Size	Marketers Update 1x	Marketers Update 4x	Directory B&W	Directory Color
Covers	N/A	\$1,240	N/A	\$1,980
Full Page	\$1,640	\$1,140	\$1,200	\$1,620
1/2 Page	\$1,235	\$810	\$780	\$1,200
1/3 Page	\$1,010	\$620	N/A	N/A
1/4 Page	\$890	\$530	\$540	\$960
1/6 Page	\$795	\$425	N/A	N/A

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

NET ADVERTISING RATES (MEMBER):

MARKETERS UPDATE AND THE ANNUAL MPMCSA MEMBERSHIP DIRECTORY

Size	Marketers Update 1x	Marketers Update 4x	Directory B&W	Directory Color
Covers	N/A	\$1,030	N/A	\$1,650
Full Page	\$1,365	\$950	\$1,000	\$1,350
1/2 Page	\$1,030	\$675	\$650	\$1,000
1/3 Page	\$840	\$515	N/A	N/A
1/4 Page	\$740	\$440	\$450	\$800
1/6 Page	\$660	\$355	N/A	N/A

Digital

Standard View Skyscraper	\$400	\$400	N/A	N/A
Standard View Landing Page	\$400	\$400	N/A	N/A

* 4x rate includes four issues of the magazine. All ads in the magazine are color. Covers include: inside front cover, inside back cover, page 3 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"

Digital

Standard View Skyscraper	160p x 600p
Standard View Landing Page	603p x 783p

SPECIFICATIONS: MPMCSA 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. 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. All artwork creation or changes require a **\$75 surcharge**.

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

Louisville, KY 40241

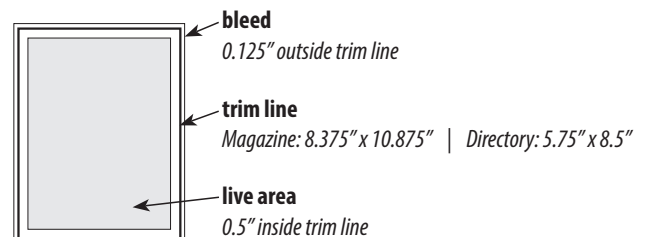
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* Full-page ads are intended to bleed off the page

- 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**



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 for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 pixels