

# Marketers Update

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



## WHO ARE WE?

Our association is the **voice of fuel marketing in Mississippi**, representing decision-makers throughout the state who are responsible for contracting, purchasing or recommending your products and services, including **fuel marketers, convenience store owners** and **fuel wholesalers/distributors**. **Marketers Update** and the **MPMCSA Membership Directory** are critical components of the MPMCSA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

## WHY MPMCSA?

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

## MEMBER NET ADVERTISING RATES

Print Edition Advertising	<i>Marketers Update</i> 1x	<i>Marketers Update</i> 4x	Directory B&W	Directory Color
Premium*	N/A	\$1,075	N/A	\$1,725
Full Page	\$1,430	\$995	\$1,045	\$1,410
1/2 Page	\$1,075	\$705	\$680	\$1,045
1/3 Page	\$880	\$540	N/A	N/A
1/4 Page	\$775	\$460	\$470	\$835
1/6 Page	\$690	\$370	N/A	N/A
Digital Edition Advertising**	1x			
Interstitial Ad	\$575			
Landing Page	\$575			

[CLICK HERE FOR AD EXAMPLES](#)

*Nonmember advertising fee: 15%*

*\*Premium positions include: inside front cover, inside back cover, page 3 and back cover.*

*\*\*Digital Edition Advertising in magazine only.*

**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

## EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 7 Issue 1	10/28/22	January 2023
Volume 7 Issue 2	2/3/23	April 2023
Volume 7 Issue 3	5/5/23	July 2023
Volume 7 Issue 4	8/4/23	October 2023
Directory 2023	9/30/22	December 2022

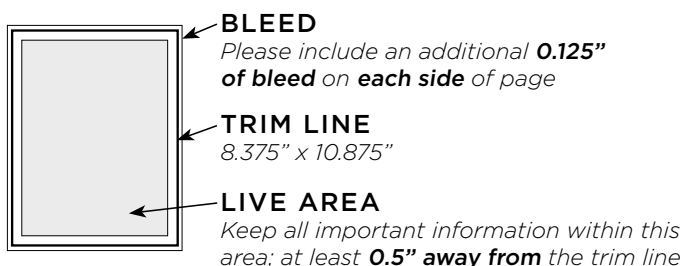
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds	5.75" x 8.5"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/3 Vertical	2.5" x 10"	N/A
1/4 Page	3.875" x 4.937"	2.375" x 3.625"
1/6 Vertical	2.5" x 4.937"	N/A

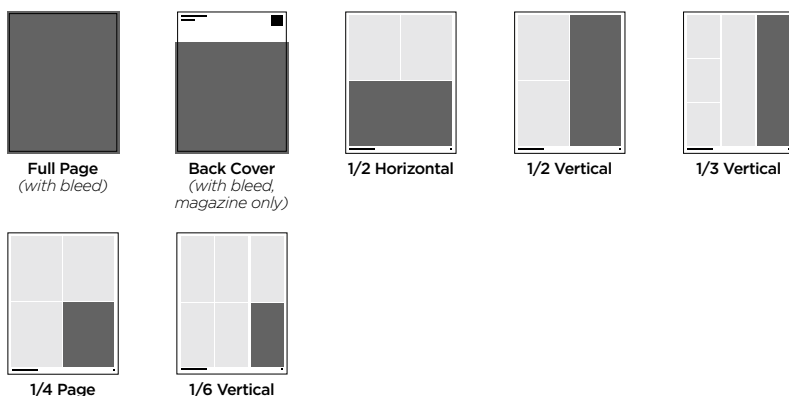
  

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	N/A
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	N/A

\* Full-page ads are intended to bleed off the page [SEE DEMO](#)



[SEE DEMO](#)



## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com) or [CLICK HERE](#) for files larger than 5 MB.

## PRINT AD FILE REQUIREMENTS

**Minimum Resolution:**  
300 DPI (dots per inch)

**Color:** CMYK process

**Bleeds:** 0.125 inch on full-page and tab ads [SEE DEMO](#)

**Margin:** 0.5 inch on full-page and tab ads [SEE DEMO](#)

*NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.*

## DIGITAL AD FILE REQUIREMENTS

**Minimum Resolution:**  
72 DPI (dots per inch)

**Color:** RGB

**Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.