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	Marketers Update 1x	Marketers Update 4x	Directory B&W	Directory Color
Premium*	N/A	$1,095	N/A	$1,760
Full Page	$1,460	$1,015	$1,065	$1,440
1/2 Page	$1,095	$720	$695	$1,065
1/3 Page	$900	$550	N/A	N/A
1/4 Page	$790	$470	$480	$850
1/6 Page	$705	$375	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.

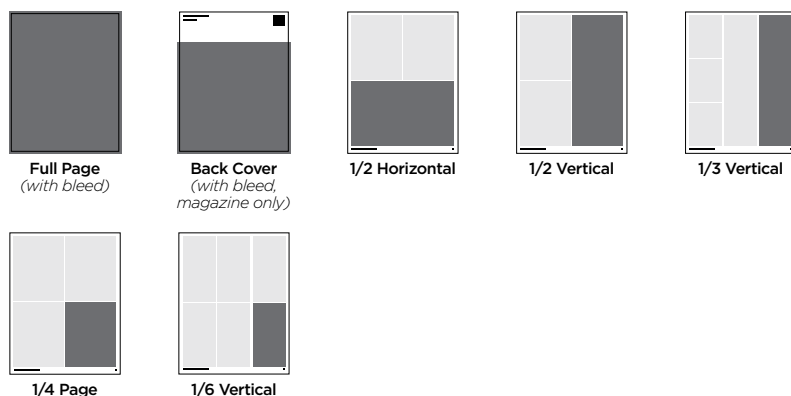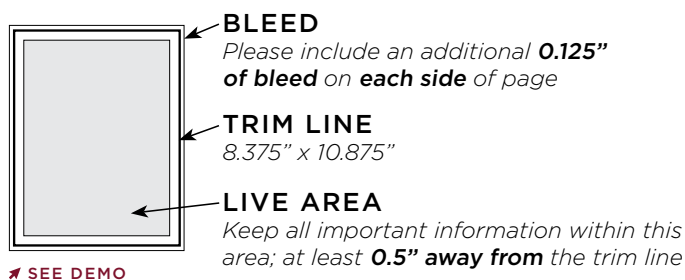**Interested in an outsert or advertorial?** Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 8 Issue 1	10/27/23	January 2024
Volume 8 Issue 2	2/2/24	April 2024
Volume 8 Issue 3	5/3/24	July 2024
Volume 8 Issue 4	8/2/24	October 2024
Directory 2024	9/29/23	December 2023

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 ⏴ SEE EXAMPLE	603 x 783 pixels	N/A
Landing Page ⏴ SEE EXAMPLE	603 x 783 pixels	N/A

* Full-page ads are intended to bleed off the page ⏴ SEE DEMO

BLEED
*Please include an additional **0.125" of bleed** on **each side** of page*

TRIM LINE
8.375" x 10.875"

LIVE AREA
*Keep all important information within this area; at least **0.5" away from** the trim line*

⏴ SEE DEMO

Full Page
(with bleed)

Back Cover
(with bleed, magazine only)

1/2 Horizontal

1/2 Vertical

1/3 Vertical

1/4 Page

1/6 Vertical

ARTWORK FILE SUBMISSION

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

Send to: 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.

INNOVATIVE PUBLISHING

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