



2017 Editorial Calendar & Advertising Rates (Net)

MARKETER

Serving Ohio's petroleum and convenience industry

Winter Publishes February

Business Fundamentals

- HR Hotspots
- Legislative Preview
- Asset Protection
- M-PACT 2017 Preview

M-PACT 2017 Preview

DEADLINE

Ad Reservations and Materials Due: 12/2/16

Summer Publishes late July

Focus on Retail

- Payments
- Store Design
- Foodservice Fundamentals

Bonus Distribution: LL&L Tour

DEADLINE

Ad Reservations and Materials Due: 5/30/17

4-color ads

	1x/yr	4x/yr	5x/yr
full page	\$1,280	\$1,150	\$1,090
¾ page	\$1,020	\$920	\$870
½ page	\$830	\$750	\$710
⅓ page	\$640	\$580	\$540
¼ page	\$510	\$460	\$440
⅙ page	\$450	\$400	\$380
⅛ page	\$360	\$310	\$290

Spring Publishes mid-March

Green Solutions

- Technology at the Tank
- Energy Management
- Future Fuels

Bonus Distribution: M-PACT 2017

DEADLINE

Ad Reservations and Materials Due: 1/20/17

Fall Publishes mid-November

Focus on Wholesale

- Crisis & Risk Management
- Driver Retention
- Fleet Solutions

Bonus Distribution: Annual Meeting

DEADLINE

Ad Reservations and Materials Due: 9/18/17

premium positions

	1x/yr	4x/yr	5x/yr
inside front	\$1,600	\$1,440	\$1,360
inside back	\$1,600	\$1,440	\$1,360
back	\$1,790	\$1,610	\$1,520
tabbed divider page (directory only)	\$1,450	N/A	N/A

magazine dimensions

full-page trim	8.375" x 10.875"
full page with bleed	8.625" x 11.125"
¾ vertical	5.187" x 10"
½ horizontal	7.875" x 4.937"
⅓ block	5.187" x 4.937"
¼ block	3.875" x 4.937"
⅙ vertical	2.5" x 4.937"
⅛ horizontal	3.875" x 2.3435"

directory dimensions

full-page trim	8.25" x 10.125"
full page with bleed	8.5" x 10.375"
¾ vertical	4.75" x 9.125"
½ horizontal	7.25" x 4.4375"
⅓ block	4.75" x 4.4375"
¼ block	3.5" x 4.4375"
⅙ vertical	2.25" x 4.4375"
⅛ horizontal	3.5" x 2.0938"

Annual Membership Directory

A directory advertisement keeps your brand front-of-mind all year long, as readers are sure to turn to this reference guide time and again. This handy publication, published in print and online, contains valuable contact information for and about our members and is distributed to OPMCA's entire membership. Take advantage of this unique opportunity to promote your company in front of a targeted audience of purchasing decision-makers. Your investment includes an advertisement in the print edition AND the fully-searchable digital directory. Plus, your digital advertisement includes a complimentary link to your website. Double your value, reserve your directory ad today!

Digital Publications Increase Your Advertising Exposure

Each publication is published in print and online, so advertisers can reach customers across multiple platforms. Advertisements appear in both the print and digital editions. All digital publications are searchable, and online advertisements include a complimentary hyperlink to your website.

Mechanical Requirements

All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file. Please embed or include all fonts and graphics. Content safe zone is 0.5" from 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.

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