



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
2/3 page	\$1,020	\$920	\$870
1/2 page	\$830	\$750	\$710
1/3 page	\$640	\$580	\$540
1/4 page	\$510	\$460	\$440
1/6 page	\$450	\$400	\$380
1/8 page	\$360	\$310	\$290

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"
2/3 vertical	5.187" x 10"
1/2 horizontal	7.875" x 4.937"
1/3 block	5.187" x 4.937"
1/4 block	3.875" x 4.937"
1/6 vertical	2.5" x 4.937"
1/8 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"
2/3 vertical	4.75" x 9.125"
1/2 horizontal	7.25" x 4.4375"
1/3 block	4.75" x 4.4375"
1/4 block	3.5" x 4.4375"
1/6 vertical	2.25" x 4.4375"
1/8 horizontal	3.5" x 2.0938"

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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