



2017 Editorial Calendar & Advertising Rates (Net)

# MARKETER

*Serving Ohio's petroleum and convenience industry*

## Leverage your marketing campaign with advertising solutions that deliver maximum results.

Marketer magazine is the foremost trusted resource for relevant, provocative analysis serving the unique needs of our readers — thousands of independent, small business fuel marketers and retailers with a huge stake in the prosperity of Ohio's petroleum and convenience industry.

The top executives, entrepreneurs and decision makers powering Ohio's robust, \$28 billion+ petroleum and convenience industry turn to OPMCA publications time and again for the latest insight and information on the dynamic market trends impacting the business climate in the Buckeye State.

To commemorate 95 year of strength in numbers, OPMCA unveils a first-of-its-kind, special issue. Like the quarterly *Marketer* magazine, this sleek, high quality publication delivers the same thought-provoking content our readers have come to expect — in a contemporary new package designed for today's industry leaders.

Reserve your *Marketer* special issue ad space today.

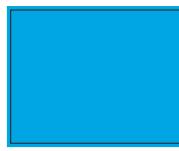
### Extend your reach. Get noticed. Book today.

Calendar	
Ad Sales Close/Artwork Due	Delivered to Members
9/1/2017	November 2017

Advertising Rates	
Page Size	1x
Cover	\$1,360
Full Page	\$1,090
1/2 Vertical	\$710
1/4 Page Block	\$440

\* All rates are for full-color advertisements.

Specifications	
Page Size	10.875" x 8.375" (trim)
Full Page*	10.875" x 8.375"
1/2 Page Vertical	4.59" x 6.875"
1/4 Page Block	4.59" x 3.34"
<small>* Full-page ads are intended to bleed off the page</small>	
<small>* Please include an additional 0.125" of bleed on each side of page</small>	
<small>* Keep all important information at least 0.5" from the page edge (10.875" x 8.375")</small>	



Full Page (with bleed)



1/2 Vertical



1/4 Block

### MAXIMUM ROI FOR YOUR ADVERTISING INVESTMENT

Our readers are primed for active engagement with your advertising message and your brand. *Marketer* connects you to thousands of industry leaders — delivering high-impact recognition before a targeted audience of active decision makers.

### 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](mailto:graphics@innovativepublishing.com). Please upload files over 5 MB to our secure site.

#### EDITORIAL INFORMATION:

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#### ADVERTISING INQUIRIES:

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