



2018 Editorial Calendar & Advertising Rates (Net)

MARKETER

Serving Ohio's petroleum and convenience industry

Opportunity

Marketer Magazine

Winter Publishes February

Business Fundamentals

Bonus Distribution at M-PACT 2017

DEADLINE

Ad Reservations/Materials Due: 11/27/2017

Spring Publishes May

Green Solutions

DEADLINE

Ad Reservations/Materials Due: 3/26/2018

Summer Publishes August

Retail Insights

Bonus Distribution: LL&L Tour

DEADLINE

Ad Reservations/Materials Due: 6/4/2018

Fall Publishes November

Focus on Wholesale

DEADLINE

Ad Reservations/Materials Due: 9/3/2018

Membership Directory

2018 Publishes May

Ultimate Industry Resource

DEADLINE

Ad Reservations/Materials Due: 2/19/2018

Investment

Editorial Excellence

In addition to the best-in-class quarterly *Marketer* magazine, OPMCA publishes its annual, comprehensive Membership Directory, featuring valuable contact information for and about our members. An advertisement in *Marketer* magazine and our stellar standalone directory keeps your brand front-of-mind all year long.

Maximum Exposure

Advertisements appear in both print and digital editions, so you can reach customers across multiple platforms. Digital publications are searchable, and online advertisements include a direct link to your company's website.

4-Color Ads (includes print & digital editions)

	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

Details

Marketer Magazine

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"

Membership Directory

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"

Specifications

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.

Contacts

ADVERTISING

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Sales: advertise@innovativepublishing.com
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