



# SOUTHWEST FUEL & CONVENIENCE EXPO

2-PAGE SPREAD  
12" x 18" (w/ bleed)

2-PAGE SPREAD  
11.5" x 17.5" (w/out bleed)

FULL PAGE  
9" x 12"  
(w/ bleed)

FULL PAGE  
8.5" x 11.5"  
(w/out bleed)

2/3 PAGE  
5.667" x 11.5"

1/2 PAGE  
(ISLAND)  
5.6325"  
x 8.5"

1/2 PAGE  
(VERT.)  
4.125"  
x  
11.5"

1/2 PAGE  
(HORI.)  
8.5" x 5.625"

1/4 PAGE  
(HORI.)  
5.125" x 3.875"

1/4 PAGE  
3.875"  
x 5.125"

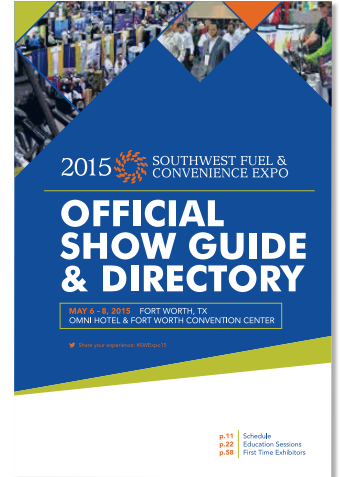
1/8 PAGE  
(VERT.) 2.5" x 3.9"

1/8 PAGE  
(HORI.) 3.9" x 2.5"

## SHOWGUIDE & DIRECTORY AD SELECTION

x1

<input type="checkbox"/> OUTSIDE BACK COVER	\$4,500
<input type="checkbox"/> 2-PAGE SPREAD	\$4,000
<input type="checkbox"/> INSIDE FRONT COVER	\$3,500
<input type="checkbox"/> INSIDE BACK COVER	\$3,500
<input type="checkbox"/> FULL PAGE (WITH OR W/OUT BLEED)	\$2,750
<input type="checkbox"/> 2/3 PAGE	\$2,250
<input type="checkbox"/> 1/2 PAGE (V/H/ISLAND)	\$1,750
<input type="checkbox"/> 1/4 PAGE (V/H)	\$1,000
<input type="checkbox"/> 1/8 PAGE (V/H)	\$650



TOTAL ORDER: \$ \_\_\_\_\_ (AD PRICE)

## ADVERTISER INFORMATION

Company \_\_\_\_\_

Primary Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

I AGREE TO ALL TERMS OF THE RATE SHEET AND THIS CONTRACT AS APPLICABLE FOR MY COMPANY.

Authorization Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies the Texas Food & Fuel Association (the "Association") against losses or liabilities arising from this advertising. The Association assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser or agency agrees to repay the Association any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable.

Please sign and return to:

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