

A Publication of the Texas Food & Fuel Association

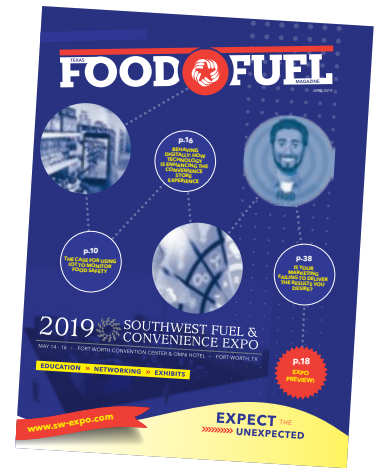
WHO ARE WE?

The **Southwest Fuel & Convenience Expo** is the most comprehensive **fuel, food, and convenience retailing event** in the Southwest United States. This is your “one-stop-shop” to connect with **owners/operators, top-level executives, buyers, and merchandisers** under one roof! Engage in dynamic educational sessions, network, exchange knowledge, and display your products and services while generating leads that will grow your business.

WHY THE SHOW GUIDE?

- **Over 350 exhibit booths** with the latest products and services.
- Participation by attendees representing more than **1,000 different companies.**
- Supported annually by more than **2,000 industry leaders.**

ABOUT THE PUBLICATIONS



The Southwest Fuel & Convenience Expo Show Guide

is the go-to resource when navigating the regions preeminent tradeshow. **Create brand loyalty and enjoy year-round exposure** while reaching tens of thousands of petroleum marketers, convenience store owners and operators, and grocery and food distributors.

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *The Southwest Food & Fuel Convenience Expo Show Guide*.



www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
 844.423.7272 TOLL-FREE
 888.780.2241 FAX
 advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Show
7/20/2020	September 2020

NET ADVERTISING RATES FOR MEMBERS

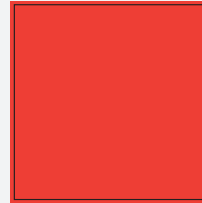
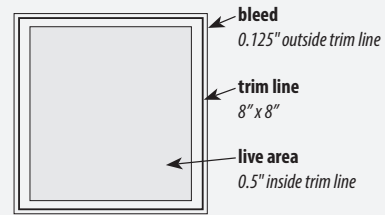
Size	1x
Premium Position Covers*	\$4,500
Full Page	\$2,750
1/2 Page	\$1,750
1/4 Page	\$1,000
1/8 Page	\$650
Digital Media	
Standard View Skyscraper	\$400
Standard View Landing Page	\$400
Digitally Responsive Publication	\$400

*Covers include: inside front cover, inside back cover, page 3 and outside back cover. All rates are for full-color advertisements.

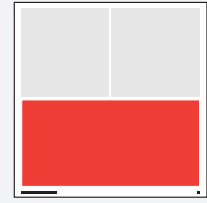
SPECIFICATIONS

Page Size	8" x 8" (trim)
Back Cover	8" x 8"
Full Page	8" x 8"
1/2 Page Horizontal	7" x 3.41"
1/2 Page Vertical	3.41" x 7"
1/4 Page Block	3.41" x 3.41"
1/8 Page Block	3.9" x 2.5"
Digital Media	
Standard View Skyscraper	200p x 783p
Standard View Landing Page	576p x 576p
Digitally Responsive Publication**	502p x 498p

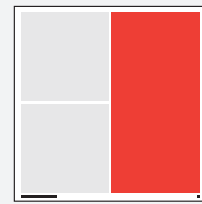
**Full-page ads are intended to bleed off the page; please include an additional 0.125" of bleed area on each edge. Please keep all important art and copy inset at least 0.5" from the page edge.



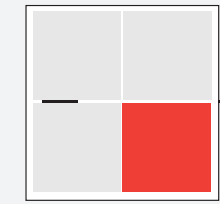
Full Page (bleed)



1/2 Horizontal



1/2 Vertical



1/4 Block

DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- 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.

DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

PAYMENT TERMS

- Make checks payable to Innovative Publishing
- American Express, MasterCard or Visa accepted



Landing Page

E-Skyscraper

Readers can access content using their desktop, tablet or mobile device

LANDING PAGE:

Available positions: 1

Rate: \$400

Specifications: RGB color space, 576 pixels x 576 pixels for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$400

Specifications: Vertical orientation, RGB color space, 200 pixels x 783 pixels

DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

DESKTOP VERSION



MOBILE VERSION



DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link if applicable. This will display below ad artwork.

DESKTOP VERSION



MOBILE VERSION

