

Texas Food & Fuel Magazine and Membership Directory  
*Official Publications of the Texas Food & Fuel Association*

## WHO ARE WE?

**Texas Food & Fuel Magazine** and the **TFFA Membership Directory** are the industry's flagship publications in the Southwest. Readers benefit from thought-provoking and insightful articles that focus on **trends, best practices, metrics, advocacy**, and are highly poised for engagement with the messages and brands of advertisers.

## WHY TFFA?

- TFFA members own, operate and supply an excess of **12,000 convenience stores, grocery stores and truck stops**.
- TFFA members distribute more than **10 billion gallons** of gasoline and diesel fuel **each year**.
- Texas is the **largest petroleum marketers and c-store market in the U.S.**, with more than **15,400** stores, service stations and other retail motor fuel outlets.
- The petroleum marketers and c-store industry has a more than **\$58 billion annual economic impact** in Texas (\$26.8 billion in store and \$32 billion fuel sales).

*Source: NACS State of the Industry Report 2020; Data: Nielsen TDLinX Store Count, December 31, 2020*

## ABOUT THE PUBLICATIONS



**Texas Food & Fuel Magazine** and the **Membership Directory** are the official publications of the TFFA. These professionally designed publications are a critical component of TFFA's communications program and features relevant editorial for people directly involved in the industry. When our readers are ready to contract services and products for their programs and facilities, **make sure they think of you first.**

## PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Texas Food & Fuel Magazine* and *Membership Directory*.



[www.innovativepublishing.com](http://www.innovativepublishing.com)

## PLEASE CONTACT

Innovative Publishing  
844.423.7272 TOLL-FREE  
888.780.2241 FAX  
[advertise@innovativepublishing.com](mailto:advertise@innovativepublishing.com)

## EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Delivered to Members
4/7/22	June 2022 – Q2
6/23/22	August 2022 – Q3
10/6/22	December 2022 – Q4
12/21/22	February 2022 – Q1
Directory	
1/30/23	April 2023

## NET ADVERTISING RATES FOR MEMBERS\*: MAGAZINE AND DIRECTORY

Size	1x	4x	5x	Directory
Premium Position**	\$4,570	\$3,880	\$3,880	\$4,570
Full Page	\$2,790	\$2,370	\$2,370	\$2,790
1/2 Page	\$1,775	\$1,510	\$1,510	\$1,775
1/4 Page	\$1,015	\$865	\$865	\$1,015
1/8 Page	\$660	\$560	\$560	N/A
Digital Media***				
Standard View Skyscraper	\$500	N/A	N/A	\$500
Standard View Landing Page	\$500	N/A	N/A	\$500
Digitally Responsive Publication	\$500	N/A	N/A	N/A

\*Nonmember Fee: Add 10%

\*\*Covers include: inside front cover, inside back cover, page 3 and outside back cover.

All rates are for full-color advertisements.

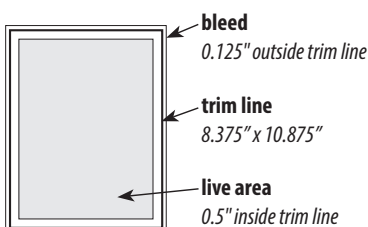
\*\*\*Digital Media ads are not available in the Membership Directory.

## SPECIFICATIONS

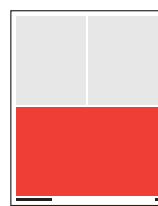
Page Size	Magazine 9" x 12" (trim)	Directory 5.75" x 8.5" (trim)
Back Cover	9" x 12"	5.75" x 8.5"
Full Page	9" x 12"	5.75" x 8.5"
1/2 Page Horizontal	8.5" x 5.625"	4.75" x 3.625"
1/2 Page Vertical	4.125" x 11.5"	N/A
1/4 Page	4.125" x 5.625"	2.375" x 3.625"
1/8 Page Horizontal	3.9" x 2.5"	N/A
Digital Media		
Standard View Skyscraper	160p x 600p	160p x 600p
Standard View Landing Page	603p x 783p	432p x 630p
Digitally Responsive Publication**	502p x 498p	N/A

\*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.

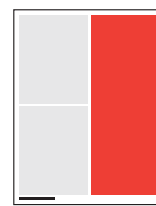
\*\*Digitally Responsive Publication ad is not available in the Membership Directory



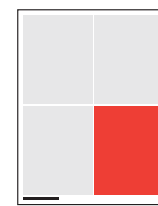
Full Page (bleed)



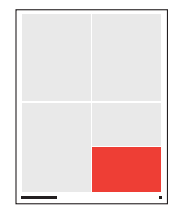
1/2 Horizontal



1/2 Vertical



1/4 Block



1/8 Horizontal

## 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](mailto: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:** \$500

**Specifications:** RGB color space, 603 pixels x 783 pixels for the magazine, 432 pixels x 630 pixels for the directory

## E-SKYSCRAPER:

**Available positions:** 2

**Rate:** \$500

**Specifications:** Vertical orientation, RGB color space, 160 pixels x 600 pixels



# DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

TEXAS FOOD & FUEL ASSOCIATION

## 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.

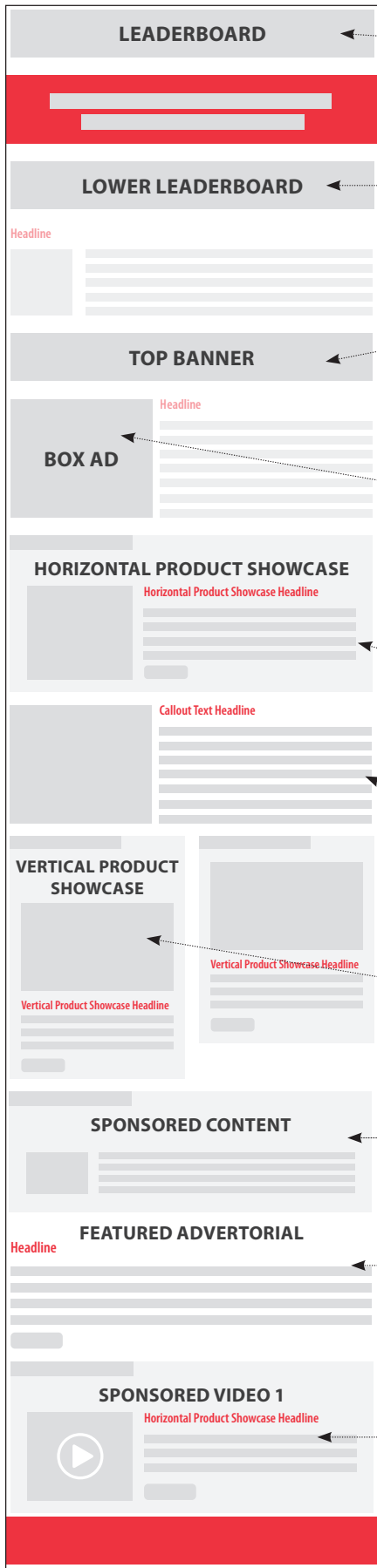
DESKTOP VERSION



MOBILE VERSION



# WEEKLY E-NEWSLETTERS



## LEADERBOARD: 1 AVAILABLE POSITION

This premier position provides your company with top exposure and quality traffic.  
**Dimensions:** 728p x 90p  
**Cost:** \$1,750

## LOWER LEADERBOARD: 1 AVAILABLE POSITION

The lower leaderboard gives your company a prominent position right under the association's masthead.  
**Dimensions:** 580p x 70p  
**Cost:** \$1,550

## TOP BANNER: 1 AVAILABLE POSITION

Banner ads allow your company to combine text, colors and graphics into a unique sales message for committed buyers.  
**Dimensions:** 468p x 60p  
**Cost:** \$1,350

## BOX AD

This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.  
**Dimensions:** 300p x 250p  
**Cost:** \$950

## HORIZONTAL PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.  
**Dimensions:** 275p x 175p  
**Cost:** \$1,050

## CALLOUT TEXT

Integrated into the feel of the brief, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.  
**Dimensions:** 125p x 100p  
**Cost:** \$700

## VERTICAL PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.  
**Dimensions:** 300p x 125p  
**Cost:** \$850

## SPONSORED CONTENT

5 unique headlines and a logo with max width of 150p.  
**Dimensions:** 150p x 100p  
**Cost:** \$1,200

## FEATURED ADVERTORIAL

Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.  
**Dimensions:** N/A  
**Cost:** \$1,200

## SPONSORED VIDEO 1

Feature your video content with this placement, including an image, 5-word headline, 50-word description and link to a page hosting the video  
**Dimensions:** 350p x 200p.  
**File Format:** GIF, JPG, PNG. **File Size:** 30k  
**Cost:** \$1,300

- ◆ Rates include 13 consecutive insertions (one quarter).
- ◆ Annual rate receives a 10% frequency discount.
- ◆ Nonmember Fee: Add 10%

## ONLINE ADVERTISING FILE SPECIFICATIONS

- ◆ All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file if edits are needed.
- ◆ Completed ad File Formats: GIF or JPG
- ◆ File Size: 40k
- ◆ All artwork is due one week in advance of the deadline.
- ◆ 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.
- ◆ 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 site at [www.innovativepublishing.com](http://www.innovativepublishing.com).



## BECOME A DIGITAL ADVERTISER

Your ad does not rotate with any other ads — you have an exclusive spot!\*

Please send all materials to:

William B. Regan, Director of Strategic Initiatives

Texas Food & Fuel Association, 401 W. 15th St., Ste. 510, Austin, TX 78701

Contact: wreagan@tffa.com | 512.617.4310

### SPECIFICATIONS: WEBSITE BANNERS (MONTHLY)\*

www.tffa.com	x1	x3	x6	x12	Dimensions
Medium Box	\$600	\$570	\$540	\$510	1085p x 510p

\*\*Ad Requirements and Specifications:

- RGB, 72 DPI
- File Type: GIF or JPEG
- Files Size: Under 40K

### SPECIFICATIONS: WEBSITE BANNERS (MONTHLY)\*

www.sw-expo.com	x1	x3	x6	x12	Expo Show Issues (April & May)	Dimensions
Jumbo Leaderboard	\$1,000	\$950	\$900	\$850	\$1,300	960p x 150p
Medium Box	\$400	\$380	\$360	\$340	\$700	372p x 250p
Footer	\$300	\$285	\$270	\$255	\$600	960p x 100p

www.tffa.com

www.sw-expo.com