

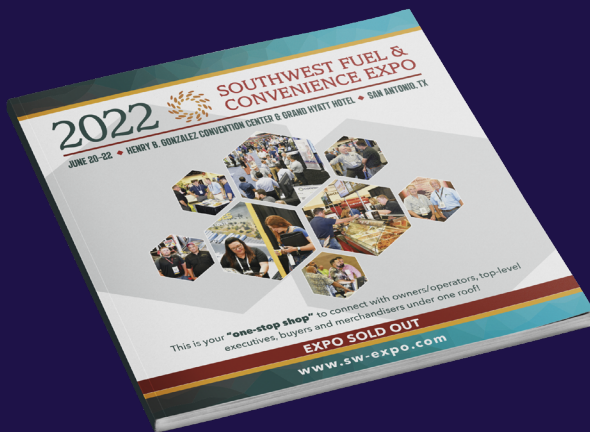
2023 SOUTHWEST FUEL & CONVENIENCE EXPO

JUNE 19 - 21 ■ OMNI FORT WORTH & FORT WORTH CONVENTION CENTER ■ FORT WORTH, TX

The Official 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. **Southwest Food & Convenience Expo** is a critical component of the TFFA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.



[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY THE SHOW GUIDE?

- More than **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.**

NET ADVERTISING RATES

Print Edition Advertising	1x
Premium Positions*	\$4,500
Full Page	\$2,750
1/2 Page	\$1,750
1/4 Page	\$1,000
1/6 Page	\$650
Digital Edition Advertising	1x
Interstitial	\$575
Landing Page	\$575

[CLICK HERE FOR AD EXAMPLES](#)

Nonmember Fee: Add 10%

** Premium positions include: inside front cover, inside back cover, page 3 and outside back cover.*

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

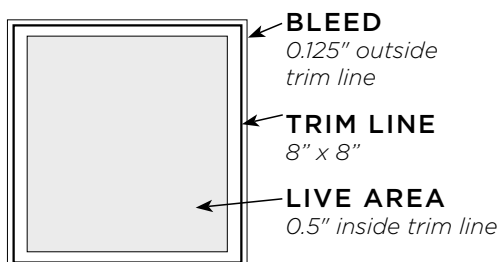
Artwork Due	Delivered to Members
4/18/2023	June 2023

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

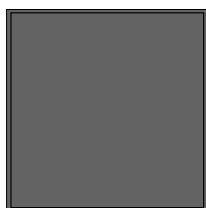
Print Ad Size	Dimensions
Full Page*	8" x 8"+ 0.125" bleeds
Back Cover*	8" x 8"+ 0.125" bleeds
1/2 Page Horizontal	7" x 3.41"
1/2 Page Vertical	3.41" x 7"
1/4 Page	3.41" x 3.41"
1/6 Page	3.9" x 2.5"

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	576 x 576 pixels
Landing Page SEE EXAMPLE	576 x 576 pixels

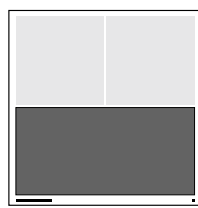
* Full-page ads are intended to bleed off the page [SEE DEMO](#)



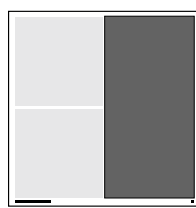
[SEE DEMO](#)



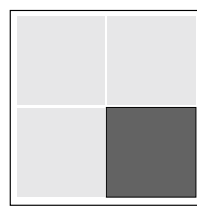
Full Page
(with bleed)



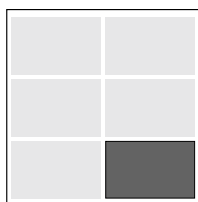
1/2 Horizontal



1/2 Vertical



1/4 Page



1/6 Page

ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.