

## WHO ARE WE?

The Energy Marketers of America (EMA) is a federation of **47 state and regional associations nationwide**.

Our members and readers are approximately **8,000 independent energy marketers and convenience store owners** throughout the United States.

## WHY EMA?

Our members own and operate

**60,000** retail fuel outlets  
across the country,

including gas stations, truck  
stops and convenience stores

Our members supply fuel to  
an additional **40,000**  
independent retailers

Nearly **80%**

of *EMA Journal* readers say they've taken  
action as a result of the content they've read in  
the magazine, and

nearly **60%**  
say they've taken action with  
advertisers they've seen in  
*EMA Journal*



## Bottom line:

When it comes to serving the  
energy marketers, wholesalers,  
distributors and c-store owners  
in the United States,  
**we are the industry.**

### PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *EMA Journal*.



[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
11/30/2021	February 2022
3/1/2022	May 2022
5/31/2022	August 2022
8/2/2022	October 2022

## Net Advertising Rates Per Issue

Ad Sizes	1x - 3x Rate	4x Rate
Premium Position*	\$6,395	\$5,760
Full Page	\$4,785	\$4,260
2/3 Page	\$3,825	\$3,405
1/2 Page Island	\$3,595	\$3,200
1/2 Page	\$3,350	\$2,985
1/3 Page	\$2,800	\$2,495
1/4 Page	\$2,150	\$1,920
1/6 Page	\$1,530	\$1,360
Digital		
Digitally Responsive Publication	\$500	\$500
Standard View Skyscraper	\$500	\$500
Standard View Landing Page	\$500	\$500

\*Premium positions include outside back cover, page 3 and inside front and back covers

### Guaranteed Positions

Guaranteed positions are an additional 15%.

### 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.

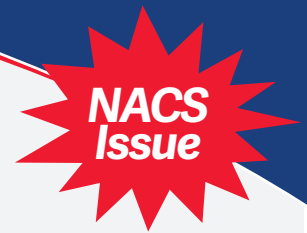
**All artwork creation or changes require a \$75 surcharge.**

### Payment Terms

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

Advertiser hereby agrees to indemnify, hold harmless and defend Innovative Publishing, its owners, officers, agents, and affiliates from and against all costs, losses, expenses, suits, claims or damages of any kind or nature whatsoever arising out of or related in any way to the advertiser's ads, including but not limited to, intellectual property infringement claims. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges as outlined on the Rate Card. In the event of a contract cancellation, the advertiser or agency agrees to repay Innovative Publishing 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. Any cancellations received 30 days prior to publication will be due no refund, and Innovative Publishing will not be liable for continuation of the advertising contract. All premium positions are non-cancelable. Ads may also appear in an online version of the publication(s).

# Be a Part of *EMA Journal's* NACS Show Preview Issue and Buyers' Guide!



## WHO ARE WE?

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## WHY THE *EMA JOURNAL* NACS SHOW PREVIEW ISSUE?

This issue features a sneak peek of the annual NACS Show — *the* place to be for the industry's **hottest products and services** for the coming year! The issue is also available at the show, making it a **valuable source of information for attendees**. The industry's leading companies see the value in our Annual Industry Buyers' Guide.

**Bottom line:** When it comes to serving the energy marketers, wholesalers, distributors and c-store owners in the United States, **we are the industry.**

## 2022 Annual Industry Buyers' Guide Rate

- **\$300:** Listing with contact information, brief company description and four-color logo
- Brief company description includes *10 lines maximum with 55 characters per line* (not counting spaces; 550 characters total). Additional lines are **\$25 each** at *55 characters per line* (not counting spaces).

## Buyers' Guide

Sample Layout

### CARWASH SYSTEMS AND PRODUCTS



#### AUTEC Car Wash Systems

AUTEC Car Wash Systems manufactures precision-built, all stainless steel, Soft Touch, Touch Free, and Combination car wash systems delivering unprecedented wash performance with the lowest operating costs. Make money 24/7 with a fully automatic, no-attendant needed car wash. AUTEC specializes in serving the petroleum marketer, auto dealer, C-store, quick lube and professional car wash operator markets.

Phone: (800) 438-3028

Web: [www.autec-carwash.com](http://www.autec-carwash.com)

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- American Express, MasterCard or Visa accepted.

Advertiser hereby agrees to indemnify, hold harmless and defend Innovative Publishing, its owners, officers, agents, and affiliates from and against all costs, losses, expenses, suits, claims or damages of any kind or nature whatsoever arising out of or related in any way to the advertiser's ads, including but not limited to, intellectual property infringement claims. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges as outlined on the Rate Card. In the event of a contract cancellation, the advertiser or agency agrees to repay Innovative Publishing 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. Any cancellations received 30 days prior to publication will be due no refund, and Innovative Publishing will not be liable for continuation of the advertising contract. All premium positions are non-cancelable. Ads may also appear in an online version of the publication(s).

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# EMA Journal Annual Industry Buyers' Guide Category Listing

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Accounting   | <input type="checkbox"/> Forecourt Controller                      | <input type="checkbox"/> Petroleum Equipment Installation |
| <input type="checkbox"/> Additives/Antifreeze                               | <input type="checkbox"/> Frozen Foods                              | <input type="checkbox"/> Petroleum Products               |
| <input type="checkbox"/> Air Compressors                                    | <input type="checkbox"/> Fuel                                      | <input type="checkbox"/> Petroleum Refiners and Marketers |
| <input type="checkbox"/> Air Systems  | <input type="checkbox"/> Fuel Additives                            | <input type="checkbox"/> Petroleum Refinery               |
| <input type="checkbox"/> AST (Above-ground Storage Tank) Management Systems | <input type="checkbox"/> Fuel Dispensers                           | <input type="checkbox"/> Petroleum Tanks                  |
| <input type="checkbox"/> ATM Equipment & Service                            | <input type="checkbox"/> Fuel Filters                              | <input type="checkbox"/> POS Software/Hardware            |
| <input type="checkbox"/> Associations/Organizations                         | <input type="checkbox"/> Fuel Management Systems                   | <input type="checkbox"/> Pumps                            |
| <input type="checkbox"/> Automated Fuel Management                          | <input type="checkbox"/> Fuel Tanks                                | <input type="checkbox"/> Recruiting/Human Resources       |
| <input type="checkbox"/> Beverage   | <input type="checkbox"/> Fuel Testing Services                     | <input type="checkbox"/> Refrigeration                    |
| <input type="checkbox"/> Beverage Dispensers                                | <input type="checkbox"/> Fueling Facility Service and Construction | <input type="checkbox"/> Remote Tank Monitoring           |
| <input type="checkbox"/> Biodiesel Producer and Distributor                 | <input type="checkbox"/> General Contractor                        | <input type="checkbox"/> Risk Management                  |
| <input type="checkbox"/> C-Store Equipment                                  | <input type="checkbox"/> General Merchandise                       | <input type="checkbox"/> Scales                           |
| <input type="checkbox"/> Canopies   | <input type="checkbox"/> HR Technology                             | <input type="checkbox"/> Security Equipment and Services  |
| <input type="checkbox"/> Car Wash Systems and Products                      | <input type="checkbox"/> Hygiene Systems                           | <input type="checkbox"/> Signage and Canopy               |
| <input type="checkbox"/> Cases and Counters                                 | <input type="checkbox"/> Inside Signs and Lighting                 | <input type="checkbox"/> Supplies/Canopies                |
| <input type="checkbox"/> Cash Management                                    | <input type="checkbox"/> Insurance                                 | <input type="checkbox"/> Tank Cleaning                    |
| <input type="checkbox"/> Coffee   | <input type="checkbox"/> Inventory Services                        | <input type="checkbox"/> Tank Gauges                      |
| <input type="checkbox"/> Commercial Lending                                 | <input type="checkbox"/> Laundry Equipment                         | <input type="checkbox"/> Tank Inspection                  |
| <input type="checkbox"/> Computer Software                                  | <input type="checkbox"/> Leak Detection                            | <input type="checkbox"/> Tanks                            |
| <input type="checkbox"/> Consultants  | <input type="checkbox"/> LED Displays                              | <input type="checkbox"/> Testing and Dispatch Services    |
| <input type="checkbox"/> Consulting Engineering                             | <input type="checkbox"/> Legal Services                            | <input type="checkbox"/> Tobacco Products                 |
| <input type="checkbox"/> Credit Card Processing Systems                     | <input type="checkbox"/> Licensing Programs                        | <input type="checkbox"/> Transporters                     |
| <input type="checkbox"/> E-Cigarettes                                       | <input type="checkbox"/> Lubrication Equipment                     | <input type="checkbox"/> Water Finding Paste              |
| <input type="checkbox"/> Environmental Consulting and Compliance            | <input type="checkbox"/> Outside Lighting and Signs                | <input type="checkbox"/> Water Indicating Paste           |
| <input type="checkbox"/> Financial Services                                 | <input type="checkbox"/> Paper/Disposable Products                 | <input type="checkbox"/> Wholesale & Distributors         |
| <input type="checkbox"/> Financing, Marketing and Business Intelligence     | <input type="checkbox"/> Payment Processing                        | <input type="checkbox"/> Other _____                      |
|   | <input type="checkbox"/> Petroleum Brand                           |   |
|   | <input type="checkbox"/> Petroleum Equipment                       |   |
|   | <input type="checkbox"/> Petroleum Equipment Distributors          |   |

**Please fill in your company information below to verify your listing. Submit this form with a high-resolution logo to your Innovative marketing consultant.**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Description (550 character maximum): \_\_\_\_\_

Total Amount Due: \_\_\_\_\_

Amex  Visa  MasterCard (Circle One): \_\_\_\_\_

Expiration: \_\_\_\_\_ Zip Code: \_\_\_\_\_ CID 3 or 4 Digit: \_\_\_\_\_

Authorized by: \_\_\_\_\_

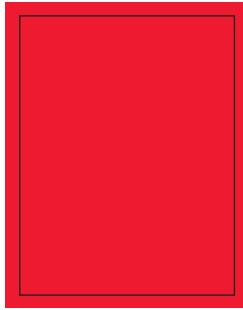
*Print Name*

*Signature*

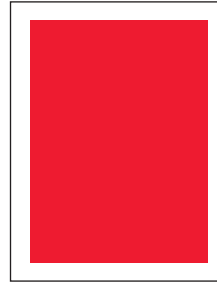
*Date*



## Ad Shapes and Sizes



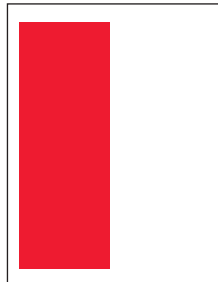
Full Page (trim size)  
8.375" x 10.875"  
Add 0.125" bleeds outside of trim line (all sides)\*



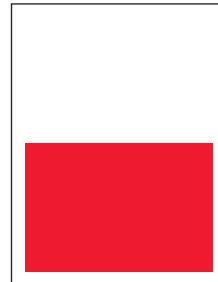
Full Page (non-bleed)  
7.375" x 9.875"



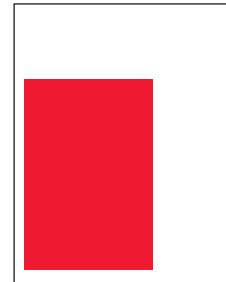
2/3 Page Vertical  
5.187" x 10"



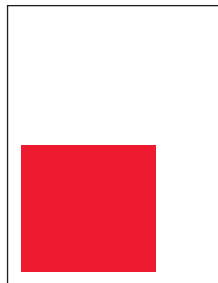
1/2 Page Vertical  
3.875" x 10"



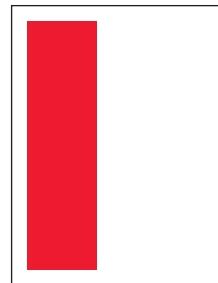
1/2 Page Horizontal  
7.875" x 4.937"



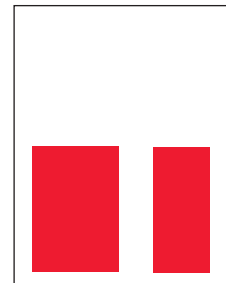
1/2 Page Island  
4.5" x 6.875"



1/3 Page Block  
5.187" x 4.937"

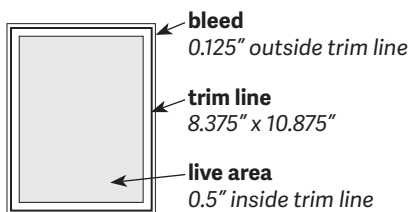


1/3 Page Vertical  
2.5" x 10"



1/4 Page Block  
3.875" x 4.937"

1/6 Page Vertical  
2.5" x 4.937"



\* Full-page ads are intended to bleed off the page

- Please include an **additional 0.125"** of bleed on each side of page
- Keep all important information at least **0.5"** from the trim line

# REACHING YOUR AUDIENCE HAS NEVER BEEN EASIER OR MORE EFFECTIVE

**1 AD + 3 LOCATIONS = 1000'S OF DECISION-MAKERS**



### Print

(print ads automatically included in standard view and under a Business Solutions tab in the new digitally responsive publication)



### Standard View

(additional ad space available)



### Digitally Responsive Publication

(additional ad space available)

## DIGITALLY RESPONSIVE PUBLICATION

**Print advertising included in Business Solutions section**

**Links to social media**

**Links to video content**

**AVAILABLE Ad Space**  
(Only 4 available positions)  
Rate: \$500  
See Page 4 for Specifications

### KEY FEATURES

- Delivered via email to *all* members
- Accessible on the association's website
- Intuitive design allows readers to access content using their desktop, tablet and mobile device



Vertical scrolling

### SAMPLE LINKS:

[www.mydigitalpublication.com/view/innovative-publishing-ink/ema-journal](http://www.mydigitalpublication.com/view/innovative-publishing-ink/ema-journal)

## STANDARD VIEW



**Landing Page**  
(Only 1 available position)  
Rate: \$400

**E-Skyscraper**  
(2 available positions)  
Rate: \$400

E-SKYSRAPER SPECIFICATIONS: Vertical orientation, RGB color space, 160p x 600p LANDING PAGE SPECIFICATIONS: 603p x 783p

## DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS

### TILE SPECIFICATIONS:

Simply provide us a high-resolution 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





## Advertising Specifications

### 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.

### Advertising Terms and Copy Regulations

- Advertisers and agency shall be jointly and severally liable for such monies as are due and payable to Innovative Publishing for advertising ordered by the agency.
- All advertising ordered may be edited or rejected at the discretion of the publisher.
- Invoices for advertising are due and payable upon receipt. Bills are considered overdue 30 days from the date of billing, and a service charge of 1.5 percent per month (18 percent per year) will be levied.
- Advertisers assume sole responsibility for advertisements and indemnify Innovative Publishing against any loss, liability or expense resulting from publication of the advertisements.
- All requests for process color are accepted with the understanding that color shades may vary slightly due to restrictions outside of the control of the publisher.
- The publisher is not responsible for electronic ads and/or artwork supplied by the customer that do not reproduce properly in the magazine.

### Frequency Discounts

Frequency discounts are based on the number of ads run in a contract year. A contract year may start at any time. Advertisers who increase their frequency during the contract year will receive an advertising credit; advertisers who cancel or do not fulfill their contract will be billed the difference between the rate earned and the contract rate. In order to earn a bulk or frequency discount, the advertiser must sign an advertising contract in advance and the account must remain current to receive a contract discount. Current is 30 days paid in full from invoice date. Advertising with a balance of 60 days or more will be unable to advertise without prepayment and 10 percent of entire past-due bill. Contracts will be reviewed to determine if the terms of the agreement were fulfilled.

### Contract/Insertion Order Policy

No ad will be placed for print without a signed *EMA Journal* advertising contract and/or an advertising agency insertion order.

All advertisers (including advertising agencies or their clients) must complete and submit to Innovative Publishing a signed *EMA Journal* advertising contract in order to qualify for multi-issue discounted rates ... there are no exceptions. Advertising agency insertion orders do not qualify the advertiser for multi-issue discounted rates unless insertion order is accompanied by a signed *EMA Journal* advertising contract.

All printed rates are subject to change before a signed contract and/or insertion order is received by publisher.

### Cancellations

Cancellations must be in writing and received by the publisher prior to the ad closing date. Covers are non-cancelable.