

## 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,

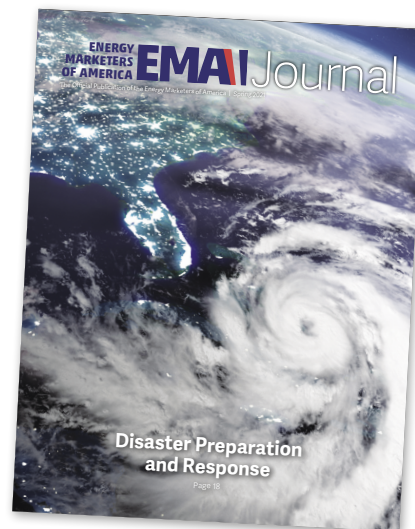
including gas stations, truck  
stops and convenience stores

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*



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

## 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

Issue Number	Ad Sales Close/Artwork Due	Delivered to Members
Volume 18 Issue 1 (Winter 2023)	11/28/22	February 2023
Volume 18 Issue 2 (Spring 2023)	2/27/23	May 2023
Volume 18 Issue 3 (Summer 2023)	5/30/23	August 2023
Volume 18 Issue 4 (Fall 2023)	7/31/23	October 2023

## Net Advertising Rates Per Issue

Print Edition Advertising	1x - 3x Rate	4x Rate
Premium Position*	\$6,460	\$5,820
Full Page	\$4,835	\$4,305
2/3 Page	\$3,865	\$3,440
1/2 Page Island	\$3,630	\$3,230
1/2 Page	\$3,385	\$3,015
1/3 Page	\$2,830	\$2,520
1/4 Page	\$2,170	\$1,940
1/6 Page	\$1,545	\$1,375
Digital Edition Advertising	1x - 3x Rate	4x Rate
Tile + Interstitial Digital Package	\$1,575	N/A
Tile + Landing Page Digital Package	\$1,575	N/A
Tile + Interstitial Print Package*	\$1,325	N/A
Tile + Landing Page Print Package*	\$1,325	N/A
Tile à la Carte	\$875	N/A

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

\*\* Discounted digital + print packaging available with 1/2-page print ads or larger.

### 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 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.

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**.

#### Annual Industry Buyers' Guide Rate

- **\$310:** 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 **\$30 each** at 55 characters per line (not counting spaces).

#### SECURITY EQUIPMENT AND SERVICES



##### Lock America Incorporated

For more than 40 years, Lock America has developed, manufactured and marketed security locks and hardware for security-focused industries. Lock America's secure key control program retrofits virtually all fuel dispensers to protect against unauthorized access to card readers and dispenser components. Delivered in easily-installed retrofit kits, the system is available with locks keyed alike, keyed different or master-keyed. With a non-duplicatable key and tamper-resistant mechanism, Lock America's dispenser lock yields over three million key codes, with each code registered exclusively to each customer.

Contact: Robert Chen, Security Consultant

Phone: (951) 277-5180

9168 Stellar Court

Corona, CA 92883

Toll-Free: (800) 422-2866

Toll-Free Fax: (888) 422-2866

Fax: (951) 277-5170

E-mail: sales@laigroup.com

Web: www.laigroup.com

### Buyers' Guide

Sample Layout

**NACS  
Issue**

### 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.

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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### Please contact

Innovative Publishing

844.423.7272 TOLL-FREE

888.780.2241 FAX

advertise@innovativepublishing.com

# 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 and 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 and Distributors       |
| <input type="checkbox"/> Financing, Marketing and Business Intelligence     | <input type="checkbox"/> Payment Processing                        |   |
|   | <input type="checkbox"/> Petroleum Brand                           |   |
|   | <input type="checkbox"/> Petroleum Equipment                       |   |
|   | <input type="checkbox"/> Petroleum Equipment Distributors          |   |
|   |  | <input type="checkbox"/> Other _____                      |

**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 (Choose One): \_\_\_\_\_

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

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

Print Name

Signature

Date

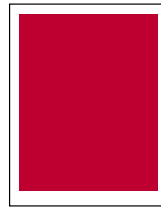


## Ad Shapes and Sizes

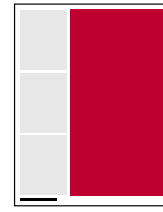
✦ [CLICK HERE FOR AD EXAMPLES](#)



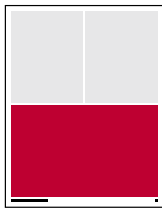
Full Page (trim size)  
8.375" x 10.875"  
Add 0.125" bleeds outside  
of trim line (all sides)\*



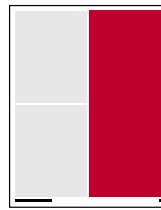
Full Page (non-bleed)  
7.375" x 9.875"



2/3 Page Vertical  
5.187" x 10"



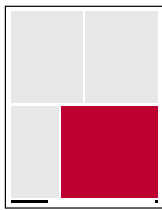
1/2 Page Vertical  
3.875" x 10"



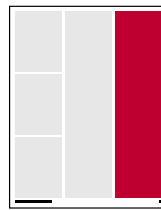
1/2 Page  
Horizontal  
7.875" x 4.937"



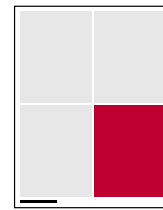
1/2 Page Island  
4.5" x 6.875"



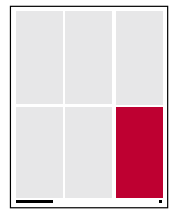
1/3 Page Block  
5.187" x 4.937"



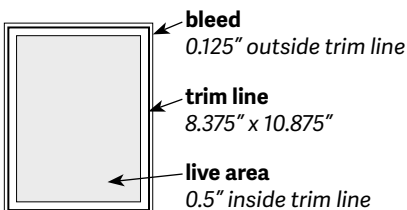
1/3 Page Vertical  
2.5" x 10"



1/4 Page Block  
3.875" x 4.937"



1/6 Page Vertical  
2.5" x 4.937"



✦ [SEE DEMO](#)

\* 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"** away from the trim line

Digital Ad Size	Dimensions
Interstitial Ad ✦ <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Landing Page ✦ <a href="#">SEE EXAMPLE</a>	603 x 783 pixels
Digital Tile Ad ✦ <a href="#">SEE EXAMPLE</a>	502 x 498 pixels





# Advertising Specifications

## Artwork File Submission

- **File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.
- **Send to:** [graphics@innovativepublishing.com](mailto: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.

## 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.