WHO ARE WE?

The Energy Marketers of America is a federation of **48 state and regional trade associations representing energy marketers throughout the United States.**

EMA members supply **80% of all finished motor and heating fuel products sold nationwide.**

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 **40,000** **an additional 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 30 years, is the official publisher of *EMA Journal.*

INNOVATIVE PUBLISHING

www.innovativepublishing.com

PLEASE CONTACT

Innovative Publishing
844.423.7272 TOLL-FREE
advertise@innovativepublishing.com

Editorial Calendar

Issue Number	Ad Sales Close/Artwork Due	Delivered to Members
Volume 22 Issue 1 (Spring 2027)	1/1/27	March 2027
Volume 22 Issue 2 (Summer 2027)	4/23/27	July 2027
Volume 22 Issue 3 (Fall 2027)	8/13/27	October 2027

Net Advertising Rates Per Issue

Print Edition Advertising	1x Rate	3x Rate
Premium Position*	$5,950	$5,305
Full Page	$4,545	$4,005
2/3 Page	$3,465	$3,030
1/2 Page	$2,920	$2,490
1/3 Page	$2,380	$2,060
1/4 Page	$1,620	$1,350
Digital Edition Advertising	**1x Rate**	**3x Rate**
Tile + Interstitial Digital Package	$1,650	N/A
Tile + Landing Page Digital Package	$1,650	N/A
Tile + Interstitial Print Package*	$1,375	N/A
Tile + Landing Page Print Package*	$1,375	N/A
Tile à la Carte	$925	N/A

*Premium positions include 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 $150 surcharge.**

Payment Terms

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- To make a payment online, go to our website and select "Pay Invoice."

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).

WHY INNOVATIVE?

CLICK HERE to find out

ENERGY MARKETERS OF AMERICA EMA Journal

NACS Issue

Be a Part of *EMA Journal's*

NACS Show Preview Issue and Buyers' Guide!



WHO ARE WE?

The Energy Marketers of America (EMA) is a federation of **48 state and regional trade associations nationwide**.

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

WHY THE *EMA JOURNAL* NACS SHOW PREVIEW ISSUE?

The summer 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 INC. The Definitive Word In Locks

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

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 $150 surcharge.**

Payment Terms

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- To make a payment online, go to our website and select "Pay Invoice."

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 than 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

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advertise@innovativepublishing.com

EMA Journal Annual Industry Buyers' Guide Category Listing

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

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: _____

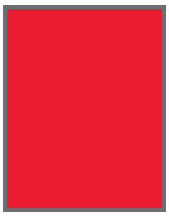
Authorized by: _____

Print Name *Signature* *Date*

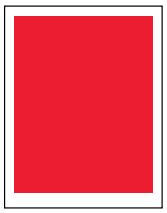


Ad Shapes and Sizes

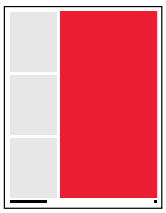
CLICK HERE FOR AD EXAMPLES



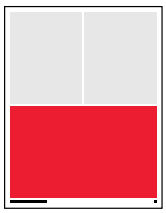
Full Page (trim size)
8.375" x 10.875"
*Add 0.125" bleeds outside of trim line (all sides)**



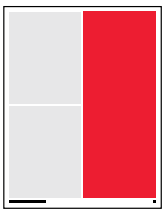
Full Page (non-bleed)
7.375" x 9.875"



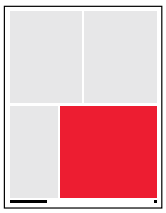
2/3 Page Vertical
5.187" x 10"



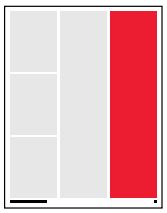
1/2 Page Horizontal
3.875" x 10"



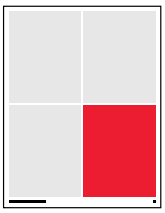
1/2 Page Vertical
7.875" x 4.937"



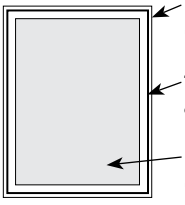
1/3 Block
5.187" x 4.937"



1/3 Page Vertical
2.5" x 10"



1/4 Page
3.875" x 4.937"



SEE DEMO

Digital Ad Size	Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels

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**.



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 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:** 300 DPI (dots per inch)
- **Color:** RGB
- **Video:** MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100 MB 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 severely 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. Advertisers 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 noncancelable.