Your ad reaches two audiences: first, convenience store operations and engineering professionals responsible for thousands of retail fueling locations; second, equipment distributors and service companies that equip and maintain retail fueling stations in the U.S., Canada and around the globe.

All PEI members receive the PEI Journal and the PEI Directory. Members include manufacturers, distributors and service and construction companies in the fuel and fluid handling equipment industry. Service stations, convenience stores, terminals, bulk plants, airports, marinas, and fuel oil and similar fuel marketing operations use PEI members’ products and services.

Readership Demographics

All PEI members said they read the PEI Journal. 93% of all PEI members said they read the PEI Journal.

Online

The PEI Journal and the PEI Directory provide complete interactive digital editions. Online readership has seen dramatic annual growth—an average of more than 3,000 unique visitors and 40,000 page views per issue.

 PEI 2019 Membership Survey

93% of all PEI members said they read the PEI Journal.

Tom Leibrandt
Advertising Director
918-236-3962
tleibrandt@pei.org
www.pei.org  •  www.pei.org/journal
www.pei.org/directory

Print Advertising

PEI Journal 12,000–14,000 Print Readers

Average Company Sales

> $40 million 2%
$21 – $40 million 1%
$16 – $20 million 1%
$11 – $15 million 3%
$ 6 – $10 million 11%
$ 1 – $ 5 million 34%
< $ 1 million 48%

86% The Americas
14% International

E-Newsletters

“News From PEI” — Deployed 2nd & 4th Thursday of the month to 18,500 members and opt-in subscribers.
3 banner locations: Leaderboard (640x90 ($750), Skyscraper 90x640 ($700) and Anchor 640x90 ($650).

“Business Bullet” — Deployed 1st Wednesday of the month to over 2,500 PEI members.
3 banner locations: Leaderboard 640x90 ($700), Skyscraper 90x640 ($650) and Anchor 640x90 ($600).

“Safe Practices” — Deployed 1st day of the month to 6,800 PEI members and opt-in subscribers.
Only 1 location: Leaderboard 640x90 ($800).

“PEI Show Daily” — Deployed Tuesday, Wednesday and Thursday of the PEI Convention at the NACS Show to all PEI registrants and members.
3 banner locations: Leaderboard ($910), Skyscraper ($850) and Anchor ($700).

Print Advertising

PEI Directory

Premium full-page ad $3,250 $2,750
Exhibitor guide logo .................. 250 N/A
Exhibitor guide logo & QR code . 350 N/A

A 4x insertion order for the PEI Journal grants a 4x rate for 2020 PEI Directory insertions.

Insert/outserts are available. Please inquire about rates.

PEI EXHIBITORS ONLY (Q4 only)     1x     4x
Full-page bleed .......................... $ 350     N/A
2-page spread .................................. $ 250     N/A
Print Advertising

Full-page bleed 3.375” x 10”
from: 8.25” x 11”
image Area: 7.25” x 10”
(0.2” from trim and gutter minimum)

2-page spread 7.25” x 10”
(16.75” x 11.25”)
from: 16.5” x 11”
image Area: 15.5” x 10”
(0.2” from trim and gutter minimum)

Half-page vertical 3.375” x 10”

Half-page horizontal 7” x 4.875”

Quarter-page vertical 3.375” x 4.875”

Business card 2.25” x 3”

Logo listings

PEI Directory; members only, b&w, maximum 2.25” square
PEI Journal Exhibitor Guide: full color, maximum 2” square

Embedded media

• Video, slide show, single photo, spec sheet or other digital enhancement
• Recommended size: 500w x 300h pixels
• Rate: $575 per insertion

Online

UNIQUE VISITORS

250% INCREASE

over past 12 months

PAGE VIEWS

160% INCREASE

over past 12 months

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PEI 2019 Membership Survey

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EMBEDDED VIDEO: TO ENHANCE YOUR “PRODUCT/TECHNOLOGY SHOWCASE” LISTING

$575

Embedded video to enhance your “Product/Technology Showcase” listing.
The PEI Journal has you covered

Columns
Learn the opinions of PEI’s president, executive vice president and editor in chief.

Industry News
Get the latest on mergers and acquisitions, hires, promotions, philanthropic endeavors, training opportunities, etc.

Member Profile
Meet successful PEI members and find out how they make an impact.

Storage Equipment/Technology
Learn industry concerns and the best solutions, including prevention.

Fuels
Read about conventional fuels and their competitors, old and new.

Business
 Explore everything from finance and inventory to HR, long-term planning and protocol.

Features
Explore the research, analytics and experts behind the hottest topics.

Regulation/Legislation
Read summaries of the newest state and federal policies.

Safe Practices
Share these tips to keep all of your workers out of harm’s way.

Innovative Ideas
Browse the industry’s most talked-about products.

EDITORIAL SUBMISSIONS

The PEI Journal welcomes bylined editorial material, story ideas, news briefs and other items.*

Email editorial queries to:

Kristen Wright, Editor in Chief
kwright@pei.org • 918-236-3963

Kristen Wright brings 21 years of journalism experience to the PEI Journal. Her work has appeared in daily and weekly newspapers, trade magazines and textbooks. She also has worked in broadcast news, public relations, graphic design and layout. Her reporting has been picked up by the Associated Press, and for six years her interviews focused on C-level execs at Fortune 500 power companies, tech startups and government.

*Use of editorial material is at the editor’s discretion. The PEI Journal reserves the right to accept, refuse and edit all submitted materials, which become the property of the PEI Journal.

The PEI Journal welcomes bylined editorial material, story ideas, news briefs and other items.*
Submission Guidelines

Ads

PREFERRED SOFTWARE: PDF or PDF/X 1-a (using the “press optimized” job option in Acrobat Distiller 4.0+) or can only accept PDF files created using Acrobat Distiller. Acrobat Distiller ensures fonts are embedded properly and images remain CMYK (and/or grayscale).

CROP MARKS: Crop marks must not overlap bleed areas on full-page ads. Keep crop marks away from art.

COLOR: All 4-color ads must be CMYK. Spot colors must be CMYK match colors, not solid color ink.

FILE QUALITY: All files must be 300-dpi or higher and 100%. Images saved from the web are too low-res. Time extensions due to inappropriate file submissions will not be granted. PEI reserves the right to exclude any advertising that is unsuitable for printing.

“PRODUCT/TECHNOLOGY SHOWCASE” Photo 500-dpi color JPG, 1.5” square. Text: 75 words.

Logos

PREFERRED SOFTWARE: Do not embed logos in Word documents which compress files and reduce quality.

DIRECTORY LOGO: 500-dpi CMYK, maximum 2.25” square.

EXHIBITOR GUIDE LOGO: 500-dpi color JPG, maximum 2” square.

File Delivery (print & digital)

Please submit all artwork to PEI by uploading to www.pei.org/upload or send to dropbox@pei.org.

Questions about the upload process may be directed to Rex Brown at 918-236-3961 or jrbrown@pei.org.

Files under 4 MB may be emailed to tleibrandt@pei.org.

Ad Deadlines

PEI Journal
Quarter 1, 2020 10/25/2019 January
Quarter 2, 2020 2/14/2020 April
Quarter 3, 2020 5/15/2020 July
Quarter 4, 2020 7/30/2020 September

PEI Directory
2021 Directory 11/12/2020 March 2021

Terms & Conditions:

1. All reservations are on an official PEI Insertion Order Form or prior to the issue reservation deadline will be recognized. All advertising accepted are subject to PEI approval of the copy and to the space being available. Call 918-236-3961 or tleibrandt@pei.org for an official PEI Insertion Order Form.

2. Neither advertisers nor agencies may cancel orders after the submission deadline, or make changes in advertising after the materials closing deadline of any PEI publication.

3. The Publisher reserves the right to edit or modify advertising, including inserting or removing advertisements, as well as inserting or removing, modifying or altering advertisements that were previously accepted.

4. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements may not simulate the PEI publication’s editorial material in appearance or style and must be immediately identifiable as advertisements. Publisher shall not be liable for any cost or damages if, for any reason, it fails to publish an advertisement.

5. All advertisements are accepted and published in the PEI publication upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all claims now known or hereafter devised or asserted of any kind, nature or description, whether brought in the Publisher’s name or by any other party, arising from or in connection with the publication of advertisements, the性质 of any PEI publication.

6. It is understood that the advertiser and agency are jointly and severally liable for payment of all advertising in each issue of the PEI publication not received by the issue payment deadline. Payment may be made by check or credit card (Mastercard, Visa, American Express) or wire transfer (wire payments must include a $25 transfer fee).

7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions conflict with, vary or add to these terms and conditions or provisions of the PEI publication’s rate card. The terms and conditions of the PEI publication’s rate card will be binding on the Publisher.

8. The Publisher shall not be subject to any liability whatsoever for delays in delivering or any failure to publish or circulate all or any part of any issue or issues of the PEI publication because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

9. All advertising rates listed in the PEI Media Kit and on the PEI ratecard are NET rates, and agency discounts, or any other such discounts, do not apply. All frequency and volume discounts must be used within a 12-month period, the advertiser and agency will be subject to and liable to pay a “Short Rate” for all ads previously run within the 12-month period prior to the cancellation. A “Short Rate” is defined as the additional amount which, when combined with advertising’s previous payment, would equal the amount due for the number of ads the advertiser did complete during the 12-month period.

10. All frequency and volume discounts must be used within a 12-month period, beginning with the first insertion issue. In the event that the advertisement or agency cancels or does not complete the contracted number of insertions within a 12-month period, the advertiser and agency will be subject to and liable to pay a “Short Rate” for all ads previously run within the 12-month period prior to the cancellation. A “Short Rate” is defined as the additional amount which, when combined with advertising’s previous payment, would equal the amount due for the number of ads the advertiser did complete during the 12-month period.

Terms and Conditions are subject to change by the Publisher without notice.
“Advertising in the PEI Journal allows SloanLED the opportunity to connect with the petroleum industry in a direct and meaningful way. We know the Journal is the go-to source of information for the movers and shakers of the C-store and retail fueling world.”

— Angela Berard, Marketing Communications Manager
SloanLED