

# PEI JOURNAL 2021 Rate Card

THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT

**Ad Submissions: TOM LEIBRANDT**  
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## Advertising

PEI.org/journal

Published quarterly, the PEI Journal is the official magazine of the Petroleum Equipment Institute. The leading authority for fuel and fluid handling equipment publishes articles on technology, safety, business, regulation and legislation, products, industry news and all things forecourt.

### Premium Position Rates

**Platinum Premium Package: \$3,600 per issue**

Rotation each issue between Page 1, Cover 2, Cover 3 and Cover 4 Available to four advertisers only. Must sign full calendar-year contract. Package includes one (1) FREE business card ad per issue.

Additional Premium Positions	1x Rate	4x Rate
Page 2—Across from Table of Contents	\$3,600	\$3,200
Page 4—1/2-page vertical	\$2,300	\$2,000
Page 5—Full-page Q1, Q2, Q3, Q4	\$3,600	\$3,200
Page 7—Opposite "From the Editor"	\$3,400	\$2,900
Page 9—Opposite "The EVP Report"	\$3,400	\$2,900
Page 11—Opposite "President's Letter"	\$3,400	\$2,900
Page 13—1/2-page opposite "Safe Practices"	\$2,100	\$1,850
Exhibitor Guide premium full page (Q4 only)	\$3,250	\$2,750
Page 15—1/2-page in "Industry News"	\$2,100	\$1,850
Page 17—Full-page in "Industry News"	\$3,300	\$2,800
Page 17—1/2-page in "Industry News"	\$2,100	\$1,850
Page 19 or 21 Full-page in "Industry News"	\$3,200	\$2,700
Page 23 or 25 Full-page in "Industry News"	\$3,100	\$2,600

Article leads and all other guaranteed positions: 25% upcharge.

### Display Rates

	1x Rate	4x Rate
2-page spread	\$5,100	\$4,200
Full-page (7.25" x 10")	\$2,700	\$2,200
1/2-page horizontal (7" x 4.875")	\$1,900	\$1,450
1/2-page vertical (3.375" x 10")	\$1,900	\$1,450
1/4-page (3.375" x 4.875")	\$1,300	\$ 975
Business card ad (2.25" x 3")	\$ 525	\$ 375
"Product/Technology Showcase" (Both Q3 & Q4: 75 words + 1.3" photo)	\$ 775	n/a
"Product/Technology Showcase" (Q3 or Q4 only: 75 words + 1.3" photo)	\$ 525	n/a
Embedded media—embedded video to enhance your "Product/Technology Showcase" listing	\$ 575	

### PEI EXHIBITORS ONLY (Q4 only)

	1x Rate	4x Rate
Premium full-page ad	\$3,250	\$2,750
Exhibitor Guide logo	\$ 250	n/a
Exhibitor Guide logo & QR code	\$ 350	n/a

### Insert/Outsert Rates

Insert/outserts are available. Please inquire about rates.

### Ad Deadlines

Mail Month	Materials/Payment Deadline
Quarter 1, 2021	January 10/23/20
Quarter 2, 2021	April 2/12/21
Quarter 3, 2021	July 5/14/21
Quarter 4, 2021	September 7/23/21



### PEI E-Newsletters

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

**"Business Bulletin"**—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 940x90 (\$850).

**"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 (\$900), Skyscraper (\$850) and Anchor (\$700).

### PEI Journal 2021 Editorial Calendar

	Q1 Ad Close 10/23/20 Editorial Close 10/23/20	Q2 Ad Close 2/12/21 Editorial Close 1/4/21	Q3 Ad Close 5/14/21 Editorial Close 4/2/21	Q4 Ad Close 7/23/21 Editorial Close 7/2/21
Quarterly Special	Business & Technology Outlook	PEI Young Executives Wrap Up	PEI Convention Preview	Top 10 Topics of 2021
Storage Equipment/Technology	—	EVs	—	Manufacturing
Fuels	Fuels Consumers Want	Infrastructure	Case Study	—
Features	Convention Wrap up	Minorities and Women in Fueling	PEI Women Wrap Up	Latin America
Business	2021 Economic Outlook	Workforce Management	Communication Best Practices	Carbon Reduction/Sustainability
Regulation/Legislation/Governing Bodies	U.S. Election Effects	—	What's New	Global Initiatives
Value-Added	—	—	Product/Technology Showcase	Product/Technology Showcase PEI Exhibitor Guide Baxter Ad Study
Bonus Distribution	PEI YOUNG EXECS WPMA SE PETRO	—	—	PEI Convention at the NACS Show

Editorial Submissions: Kristen Wright kwright@PEI.org

All rates are NET. All rates listed include 4-color process except directory logos or as indicated. Payment for all advertising is due in advance. Non-PEI members add \$500 to all ad rates. Gold and Silver Priority Club members receive discounted rates.

# PEI™ DIRECTORY 2021 Rate Card

918-236-3962 tleibrandt@PEI.org

## Advertising PEI.org/directory



The PEI Directory is the annual trade guide of suppliers and services in the petroleum marketing equipment industry. The directory is distributed free to all PEI member companies, oil company officials, engineering and purchasing personnel of major industrial companies, and government agencies. Print copies may be purchased.

### Premium Position Rates

Premium position advertisers must pay 50% within 10 days of reservation and the remaining 50% by payment deadline.

Additional Premium Positions	1x Rate	4x Rate
Outside back cover	\$4,850	\$4,275
Inside front cover	\$4,550	\$4,000
Inside back cover	\$4,325	\$3,800
Page 1, Page 2	\$4,325	\$3,800
1st section lead (listings by location)	\$4,025	\$3,550
Page 5	\$4,025	\$3,550
Page 7	\$4,025	\$3,550
Page 9	\$3,825	\$3,375
Page 11	\$3,825	\$3,375
Opposite board of directors or past presidents	\$3,300	\$2,900
Opposite Priority Club or committees	\$3,300	\$2,900
Other section leads (black & white only)	\$2,075	\$1,825

Black & white section leads include: opposite inside back cover, opposite alpha listings and opposite O&E listings.

Inserts and outserts available with the mailing of the PEI Directory. See other side of rate card for more information.

### Display Rates

	1x Rate	4x Rate
2-page spread	\$5,775	\$4,625
Full-page (7.25" x 10")	\$3,000	\$2,400
1/2-page horizontal (7" x 4.875")	\$2,075	\$1,675
1/2-page vertical (3.375" x 10")	\$2,075	\$1,675
1/4-page (3.375" x 4.875")	\$1,550	\$1,250
Business card ad (2.25" x 3")	\$ 625	\$ 500
Directory logo (2" x 2.25")	\$ 250	\$ 250

Embedded media—embedded video to enhance your "Product/Technology Showcase" listing. \$ 575

(\*Directory 4x rate is a special discounted rate for 4x PEI Journal advertisers only.)

### Ad Deadlines

2021 PEI Directory: Space/materials/payment deadline: 11/16/2020 Mails March 2021

2022 PEI Directory: Space/materials/payment deadline: 11/15/2021 Mails March 2022

### Submission Guidelines: PEI.org/submit

All rates are NET. All rates listed include 4-color process except directory logos or as indicated.

Advertising payment is due in advance.

Non-PEI members add \$500 to all ad rates. Gold and Silver Priority Club members receive discounted rates.



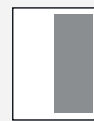
#### Full-page bleed

8.5" x 11.25"  
Trim: 8.25" x 11"  
Image Area: 7.25" x 10"  
(1/2" from trim and gutter minimum)



#### 2-page spread bleed

16.75" x 11.25"  
Trim: 16.5" x 11"  
Image Area: 15.5" x 10"  
(1/2" 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"



#### "Product/Technology Showcase"

75 words  
1.3" square (photo)  
(Q3 & Q4 issues only)



#### 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