Readership Demographics

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. PEI Journal and PEI Directory provide 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.

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.

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.

Print Advertising

Print Advertising

<table>
<thead>
<tr>
<th>PEI Journal</th>
<th>PEI Directory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2-page vertical (3.375&quot; x 4.875&quot;)</td>
<td>$1,900</td>
</tr>
<tr>
<td>Business card (2.25&quot; x 3&quot;)</td>
<td>$525</td>
</tr>
<tr>
<td>Logo/box with company listing</td>
<td>N/A</td>
</tr>
<tr>
<td>(members only; bw logos only)</td>
<td></td>
</tr>
<tr>
<td><em>Product/Technology Showcase</em></td>
<td>$775</td>
</tr>
<tr>
<td><em>Product/Technology Showcase</em> (Q3 &amp; Q4: 75 words + 1.3&quot; photo)</td>
<td>$525</td>
</tr>
</tbody>
</table>

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 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).

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 $100 to all ad rates. Gold and Silver Priority Club members receive discounted rates.

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Profile listings

PEI 2020 DIRECTORY

PEI Journal 12,000–14,000 Print Readers

Online products and services.

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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 • 918-256-3963

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 is the authoritative source for the fuel and fluid handling industry’s latest news and information. Each quarterly issue of the PEI Journal, written for PEI members, delivers priceless benefits to some 17,000 industry executives, managers and other qualified subscribers in more than 80 countries.

- A broad view of the fuel and fluid handling equipment industry
- In-depth analysis of key business issues
- Interviews with industry leaders and technical experts
- Targeted advertising for the industry’s top decision-makers

2020 EDITORIAL CALENDAR

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<tr>
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<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
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<tr>
<td>Ad Close 10/25/19</td>
<td>Ad Close 2/14/20</td>
<td>Ad Close 5/15/20</td>
<td>Ad Close 7/30/20</td>
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<tr>
<td>Quarter Special</td>
<td>Business &amp; Technology Outlook</td>
<td>NCWM Interim Meeting</td>
<td>NCWM Convention Preview</td>
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<tr>
<td>Storage Equipment/Technology</td>
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<td>Aviation</td>
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<tr>
<td>Fuels</td>
<td>Cause &amp; Effect</td>
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<td>PEI RP1600</td>
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<tr>
<td>Features</td>
<td>Convention Wrapup</td>
<td>Social Media</td>
<td>Data Set Standardization</td>
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<tr>
<td>Business</td>
<td>2020 Economic Outlook</td>
<td>PEI Young Executives Wrapup</td>
<td>Employee Stock Ownership Plans</td>
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<tr>
<td>Regulation/Legislation/Governing Bodies</td>
<td>What’s New?</td>
<td>—</td>
<td>Mexico’s New Fueling Software Reg</td>
</tr>
<tr>
<td>Value-Added</td>
<td>—</td>
<td>—</td>
<td>Product/Technology Showcase</td>
</tr>
<tr>
<td>Bonus Distribution</td>
<td>PEI YOUNG EXECS WPMA SE PETRO</td>
<td>—</td>
<td>Product/Technology Showcase</td>
</tr>
</tbody>
</table>

Editorial Submissions: Kristen Wright kwright@pei.org
Advertising Submissions: teibrandt@pei.org

www.pei.org/journal
Submission Guidelines

Ads

1. Submission Guidelines
2. Ads Logos
3. File Delivery (print & digital)
4. Terms & Conditions:

Logo:

PREFERRED SOFTWARE:

Do not embed logos in Word documents, which compress files and reduce quality.

DIRECTORY LOGO: 500-dpi b&w JPG, maximum 2.25” square. EXHIBITOR GUIDE LOGO: 500-dpi color JPG, maximum 2” square.

File Delivery:

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.

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. Only reservations on an official PEI Insertion Order Form or prior to the issue reservation deadline will be recognized. All insertions accepted are subject to PEI’s approval of the copy and the space being available. Call 918-236-3962 or tleibrandt@pei.org for an official PEI Insertion Order Form.

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

3. The Publisher reserves the right to exclude any advertising that is unsuitable for printing.

4. “PRODUCT/TECHNOLOGY SHOWCASE” Photo 300-dpi color JPG, 1.5” square. Text: 75 words.

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

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 in advance of the issue payment deadline. Payment may be made by check or credit card (Mastercard, Visa, American Express or) or wire transfer (wire payments must include a $25 transfer fee).

7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with, vary or add to these terms and conditions or the provisions 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 delivery 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.

10. 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 advertiser’s previous payment, would equal the amount due for the number of ads the advertiser did complete during the 12-month period.

11. Terms and Conditions are subject to change by the Publisher without notice.

918-236-3962 • tleibrandt@pei.org

Petroleum Equipment Institute
P.O. Box 2388, Tulsa, OK 74101-2388 • 6514 E. 69th St., Tulsa, OK 74133
www.pei.org • www.pei.org/journal • www.pei.org/directory

“Avertising with PEI provides Husky with focused access to the decision-makers of our industry. In particular, ads in PEI publications reinforce our message between personal visits with customers. And they have provided entry to new members that may fall outside of our normal reach.”
— Brad Baker, Executive Vice President
Husky Corp.
“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