



THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT

2020 Media Kit



 Petroleum Equipment Institute

 @PEINewsFeed

 @PEINewsFeed

PEI JOURNAL

PEI 2020 DIRECTORY

Tom Leibrandt

Advertising Director

918-236-3962

tleibrandt@pei.org

www.pei.org • www.pei.org/journal
www.pei.org/directory



Print Advertising

Readership Demographics

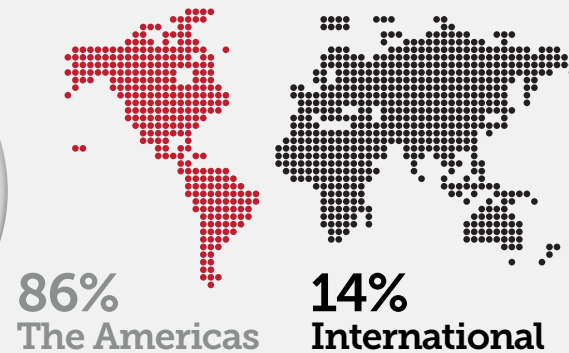
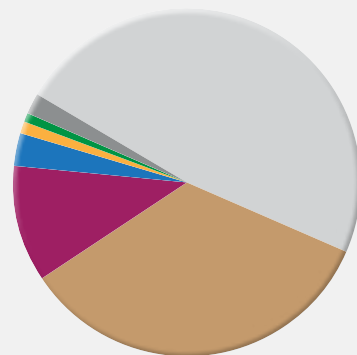
All PEI members receive the PEI Journal and the PEI Directory. Members include manufacturers, distributors and service and construction companies in the fuel and fluid handling equipment industry. Service stations, convenience stores, terminals, bulk plants, airports, marinas, and fuel oil and similar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

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.

PEI Journal 12,000–14,000 Print Readers

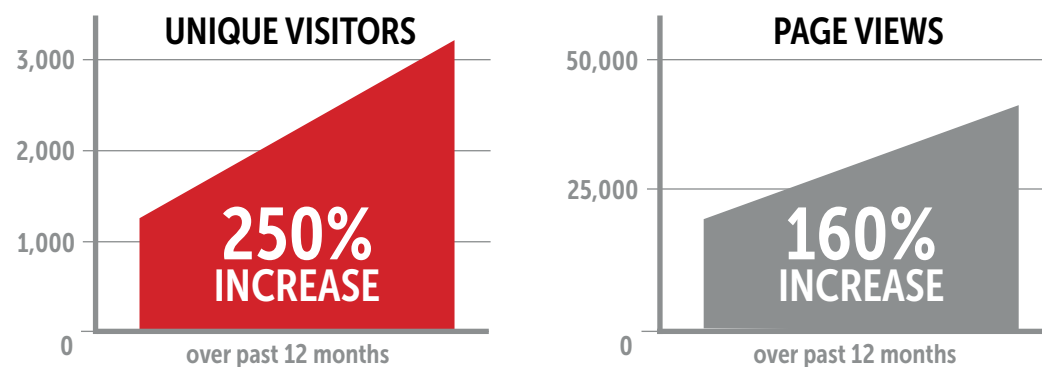
Average Company Sales

>\$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%



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.

	PEI Journal		PEI Directory	
	costs listed are per insertion		costs listed are per insertion	
	1x	4x	1x	4x
4-COLOR				
2-page spread	\$5,100	\$4,200	\$5,775	\$4,625
Full-page (7.25" x 10")	\$2,700	\$2,200	\$3,000	\$2,400
1/2-page horizontal (7" x 4.875")	\$1,900	\$1,450	\$2,075	\$1,675
1/2-page vertical (3.375" x 10")	\$1,900	\$1,450	\$2,075	\$1,675
1/4-page (3.375" x 4.875")	\$1,300	\$ 975	\$1,550	\$1,250
Business card (2.25" x 3")	\$ 525	\$ 375	\$ 625	\$ 500
Logo/box with company listing (members only; b&w logos only)	N/A	N/A	\$ 250	\$ 250
"Product/Technology Showcase" (both Q3 & Q4: 75 words + 1.3" photo)	\$ 775	N/A	N/A	N/A
"Product/Technology Showcase" (Q3 or Q4: 75 words + 1.3" photo)	\$ 525	N/A	N/A	N/A
Embedded media	\$575			

Embedded video to enhance your "Product/Technology Showcase" listing

PEI EXHIBITORS ONLY (Q4 only)	1x	4x
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.

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 \$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

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.

PEI JOURNAL

THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT WWW.PEI.ORG/JOURNAL

Have a topic idea? 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**

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.*



PEI JOURNAL 2020 EDITORIAL CALENDAR

	Q1 Ad Close 10/25/19 Editorial Close 10/21/19	Q2 Ad Close 2/14/20 Editorial Close 1/3/20	Q3 Ad Close 5/15/20 Editorial Close 4/3/20	Q4 Ad Close 7/30/20 Editorial Close 7/2/20
Quarterly Special	Business & Technology Outlook	NCWM Interim Meeting	PEI Convention Preview	NCWM Annual Meeting
Storage Equipment/Technology	—	Aviation	—	Diesel Corrosion
Fuels	Cause & Effect	Infrastructure	PEI RP1600	—
Features	Convention Wrapup	Social Media	Data Set Standardization	Latin America
Business	2020 Economic Outlook	PEI Young Executives Wrapup	Employee Stock Ownership Plans	Artificial Intelligence
Regulation/Legislation/Governing Bodies	What's New?	—	Mexico's New Fueling Software Reg	E15
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

Advertising Submissions: tleibrandt@pei.org

www.pei.org/journal

Submission Guidelines

Ads

PREFERRED SOFTWARE PDF or PDF/X 1-a (using the "press optimized" job option in Acrobat Distiller 4.0+). We 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 300-dpi color JPG, 1.3" square. Text: 75 words.

Logos

PREFERRED SOFTWARE Do not embed logos in Word documents which compress files and reduce quality.
DIRECTORY LOGO 300-dpi b&w JPG, maximum 2.25" square.
EXHIBITOR GUIDE LOGO 300-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](tel:918-236-3961) or jrbrown@pei.org. Files under 4 MB may be emailed to tleibrandt@pei.org.

Ad Deadlines

PEI Journal	Space/Materials	Mail/Month
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	Space/Materials	Mail/Month
2020 Directory	11/13/2019	March 2020
2021 Directory	11/12/2020	March 2021

918-236-3962 • tleibrandt@pei.org

Terms & Conditions:

- Only reservations on an official PEI Insertion Order Form on or prior to the issue reservation deadline will be recognized. All advertisements accepted are subject to PEI's approval of the copy and to the space being available. (Call 918-236-3962 or tleibrandt@pei.org for an official PEI Insertion Order Form.)
- 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.
- The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers, misspellings, blurriness or any other flaw or mistake) or for changes made after closing date.
- 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.
- 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 losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the PEI publication, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.
- 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 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).
- 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. Publisher has the right to insert the advertising anywhere in the PEI publication at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the PEI publication (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed.
- 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.
- 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, beginning with the first insertion issue. In the event that the advertiser 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 advertiser's previous payments, 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.



Petroleum Equipment Institute

P.O. Box 2380, Tulsa, OK 74101-2380 • 6514 E. 69th St., Tulsa, OK 74133

www.pei.org • www.pei.org/journal • www.pei.org/directory

"Advertising 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



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