

# PEI JOURNAL 2019 Ratecard

THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT

P: 918-494-9696 E: advsales@pei.org

## Advertising Opportunities

Published quarterly, the **PEI Journal** is the official magazine of the Petroleum Equipment Institute (PEI). The **PEI Journal** is the premier source of relevant information in the industry for the fuel and fluid handling equipment community. The editorial lineup includes industry-specific coverage of topics such as technology, safety, profitability, regulations and legislation, and all things forecourt. The **PEI Journal** reaches decision-makers and delivers your marketing message to increase brand awareness, reaffirm your commitment to the industry and shorten sales cycles. It may be viewed online at no cost at [www.pei.org/journal](http://www.pei.org/journal).



## PEI Journal

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 - Digital enhancement to display ad	\$575	

\$500 additional charge for nonmembers per ad. All rates are net.

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

## 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 vertical	\$2,300	\$2,000
Page 5 —Full Page Q1, Q2, Q3; 1/2 in Q4	\$3,600/\$2,300	\$3,200/\$2,000
Page 7 —Opposite "From the Editor"	\$3,400	\$2,900
Page 8 —Opposite "President's Letter"	\$3,400	\$2,900
Page 10—Opposite "Business Matters"	\$3,400	\$2,900
Page 13—1/2 Page within "Industry News"	\$2,100	\$1,850
Exhibitor Guide Premium Full Page (Q4 Only)	\$3,250	\$2,750
Page 15—Full Page within "Industry News"	\$3,300	\$2,800
Page 15—1/2 Page within "Industry News"	\$2,100	\$1,850
Page 17 or 19 Full Page within "Industry News"	\$3,200	\$2,700
Page 21 or 23 Full Page within "Industry News"	\$3,100	\$2,600

Article leads and all other guaranteed positions: 25% upcharge

Ad Deadlines	Mail Month	Materials/Payment Deadline
Quarter 1, 2019	January	10/24/2018
Quarter 2, 2019	April	2/13/2019
Quarter 3, 2019	July	5/15/2019
Quarter 4, 2019	October	7/31/2019

## Insert/Outsert Rates

**Insert:** A pre-printed promotional piece inserted into the pages of the *Journal* and/or *Directory*. Q4 inserts may include the BONUS distribution at the PEI Convention at the NACS Show. (Minimum size is 4.5" x 5.5" and the maximum is 8.25" x 11"; min 100# text/book.) Pre-folded inserts are possible. Call for specific details. Final price may be variable by issue.

	w/ Full Page Ad	w/o Full Page Ad	+ Bonus
Insert (Advertiser Place)	\$3,800	\$6,500	\$4,800/7,500
Insert (PEI Place)	\$2,800	\$5,500	\$3,800/6,500
Insert (Bonus Dist. Only—Ad. Place)	\$2,750	\$5,450	N/A
Insert (Bonus Dist. Only—PEI Place)	\$1,750	\$4,450	N/A

**Outsert:** A pre-printed promotional piece inserted into the polybag with the *PEI Journal* and/or PEI Annual Directory for mailing. Outserts are NOT included in the BONUS distribution at the PEI Convention at the NACS Show. (8.5" x 11"; min 60# text/book)

Outsert Rate .....\$3,800 ..... \$6,500

## PEI Journal 2019 Editorial Calendar

	Q1 Ad Close 10/24/18 Editorial Close 10/15/18	Q2 Ad Close 2/13/19 Editorial Close 1/4/19	Q3 Ad Close 5/15/19 Editorial Close 4/2/19	Q4 Ad Close 7/31/19 Editorial Close 7/1/19
Quarterly Special	Business & Technology Outlook	NCWM Interim Meeting	PEI Convention Preview	NCWM Annual Meeting
Storage Equipment/Technology	—	Closure of USTs and Shop-Fabricated ASTs	Case Study	Diesel Corrosion
Fuels	High-Octane Fuels	—	Infrastructure	Case Study
Features	Convention Wrap-Up	Global Outlook	PEI Women Wrap-Up	Latin America
Business	2019 Economic Outlook	PEI Young Executives Panel Wrap-up	EMV	How to Remain Relevant
Regulation/Legislation/Governing Bodies	Tank Regulations	E15	—	ADA Compliance
Value-Added	—	—	Product & Technology Showcase	Product & Technology Showcase PEI Exhibitor Guide
Bonus Distribution	PEI YOUNG EXECS WPMA SE PETRO	PEI S&C M-FACT PEI WOMEN EEF FUELS INSTITUTE	—	PEI Convention at the NACS Show

Editorial Submissions: Kristen Wright [kwright@pei.org](mailto:kwright@pei.org)

# PEI DIRECTORY 2019 Ratecard

P: 918-494-9696 E: advsales@pei.org

## Advertising Opportunities

The **PEI Directory** is the trade guide to the petroleum marketing equipment industry. It is recognized as the preeminent resource for locating suppliers and services. The **PEI 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 are available for purchase. It may be viewed online at no cost at [www.pei.org/directory](http://www.pei.org/directory).

## PEI Directory

### 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 - Digital enhancement to display ad	\$ 575	

(\*Directory 4x Rate is a special discounted rate for 4x Journal advertisers only)  
\$500 additional charge for nonmembers per ad. All rates are net.

### Premium Position Rates

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

	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 Opposite O&E Listings

Inserts and Outserts available with the mailing of the **PEI Directory**. See other side of Rate Card for more information.

### Ad Deadlines

2019 Directory: Space/Materials/Payment Deadline: 11/14/2018 Mails: March 2019

2020 Directory: Space/Materials/Payment Deadline: 11/13/2019 Mails: March 2020



## PEI Publications Mechanicals

All ads should be submitted in a digital format.

**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. Use of Acrobat Distiller is required to ensure that all fonts are embedded properly and images remain CMYK (and/or grayscale) without conversion to RGB.

**Crop Marks:** Crop marks MUST NOT overlap bleed areas on full-page ads. Keep crop marks away from any art.

**Color:** All 4-color ads should be designed using the CMYK process. Spot colors should be designed as CMYK match.

**File Quality:** All files should be saved at 300 dpi or higher and at 100%. Images saved from the web are insufficient for print usage and cannot be accepted. Time extensions due to inappropriate file submissions will not be granted, and PEI reserves the right to exclude any advertising that is not suitable for printing.

**Product/Technology Showcase Photo:** 300 dpi color jpg, 1.3" square

**Directory Logo:** 300 dpi grayscale jpg, maximum 2.25" square, logo orientation should be stacked to keep it readable.

**Full-Page Ads:** Must be 8.25"x11" plus 1/8" bleed. Not 8.5x11. Type and logos must be a 1/4" from trim.

**Embedded Media:** Video, slide show, single photo, spec sheet or other digital enhancement is acceptable. Recommended Size is 500w x 300h pixels

### Ad Submission

Please submit all artwork to PEI by uploading to [www.pei.org/](http://www.pei.org/) upload or send to [advsales@pei.org](mailto:advsales@pei.org). Questions about the upload process may be directed to Rex Brown at 918-236-3967 or [jrbrown@pei.org](mailto:jrbrown@pei.org).

## Digital Advertising

**PEI website** advertising is through Google AdWords. Advertisers can place digital ads on the PEI website and forums through the Managed Placements capability within Google AdWords. Just include [pei.org](http://pei.org) in your campaign targets.

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. Priority Club members receive 50% off run-of-press (non-premium) Directory ad rates.