

# THE **oilcan**

The Official Publication of the Illinois Petroleum Marketers Association/  
Illinois Association of Convenience Stores



## WHO ARE WE?

Our association represents **decision-makers throughout Illinois** responsible for contracting, purchasing or recommending your products and services, including:

- ◆ Petroleum marketers
- ◆ Convenience store owners
- ◆ Petroleum wholesalers/distributors

## WHY IPMA/IACS?

- ◆ Our members represent **80 percent** of c-store owners throughout Illinois.
- ◆ IPMA/IACS members own and operate more than **5,000** locations statewide.

## ABOUT THE PUBLICATIONS



**The Oil Can** and the **Membership Directory** are the official publications of the Illinois Petroleum Marketers Association/Illinois Association of Convenience Stores. These professionally designed publications are critical components of IPMA/IACS' communications program and feature relevant editorial for people directly involved in Illinois' petroleum marketing and c-store profession. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

## PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *The Oil Can* and the *Membership Directory*.



www.innovativepublishing.com

## Please contact

Innovative Publishing  
844.423.7272 TOLL-FREE  
888.780.2241 FAX  
advertise@innovativepublishing.com

## EDITORIAL CALENDAR

Ad Sales Close / Artwork Due	Mailing
<b>THE OIL CAN</b>	
11/26/2019	January 2020
4/7/2020	June 2020
7/24/2020	September 2020
9/29/2020	November 2020
<b>MEMBERSHIP DIRECTORY</b>	
2/11/2020	April 2020

### NET ADVERTISING RATES: THE OIL CAN AND MEMBERSHIP DIRECTORY

Size	1x	4x	5x
Covers	N/A	\$1,360	\$1,290
Full Page	\$1,230	\$1,020	\$970
1/2 Page	\$975	\$760	\$725
1/3 Page	\$900	\$690	N/A
1/4 Page	\$810	\$600	\$570
1/6 Page	\$680	\$470	N/A
1/9 Page	\$630	\$415	N/A
<b>Digital</b>			
Standard View Skyscraper	\$400	\$400	N/A
Standard View Landing Page	\$400	\$400	N/A
Digitally Responsive Publication	\$400	\$400	N/A

Covers include: inside front cover, inside back cover, page 3 and back cover. All rates are for full-color advertisements. Contact us for additional savings if you would like to advertise in both The Oil Can and Food & Fuel Indiana (FFA).

### SPECIFICATIONS: THE OIL CAN AND MEMBERSHIP DIRECTORY

Page Size	Magazine 8.375" x 10.875" (trim)	Directory 5.75" x 8.5"
Back Cover	8.375" x 8.875"	5.75" x 8.5"
Full Page	8.375" x 10.875"	5.75" x 8.5"
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	N/A
1/3 Page Vertical	2.5" x 10"	N/A
1/3 Page Block	5.187" x 4.937"	N/A
1/4 Page Block	3.875" x 4.937"	2.375" x 3.625"
1/6 Page Vertical	2.5" x 4.937"	N/A
1/9 Page Vertical	2.5" x 3.25"	N/A
<b>Digital</b>		
Standard View Skyscraper	200p x 783p	N/A
Standard View Landing Page	603p x 783p	N/A
Digitally Responsive Publication	502p x 498p	N/A

\* Full-page ads are intended to bleed off the page (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**

## DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full-page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).  
*NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.*
- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at [graphics@innovativepublishing.com](mailto:graphics@innovativepublishing.com). Please upload files over 5 MB to our secure site.

## AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

## TO ADVERTISE, PLEASE CONTACT

### Innovative Publishing

10629 Henning Way, Suite 8

Louisville, KY 40241

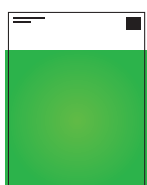
844.423.7272 TOLL-FREE

888.780.2241 FAX

[advertise@innovativepublishing.com](mailto:advertise@innovativepublishing.com)



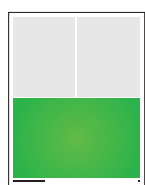
[www.innovativepublishing.com](http://www.innovativepublishing.com)



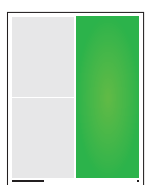
**Back Cover** (add bleed)  
(magazine only)



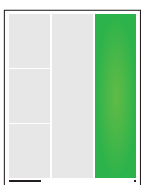
**Full Page** (with bleed)



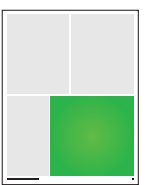
**1/2 Horizontal**



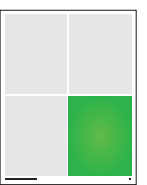
**1/2 Vertical**  
(magazine only)



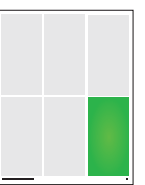
**1/3 Vertical**  
(magazine only)



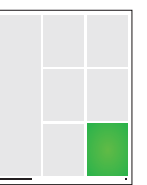
**1/3 Block**  
(magazine only)



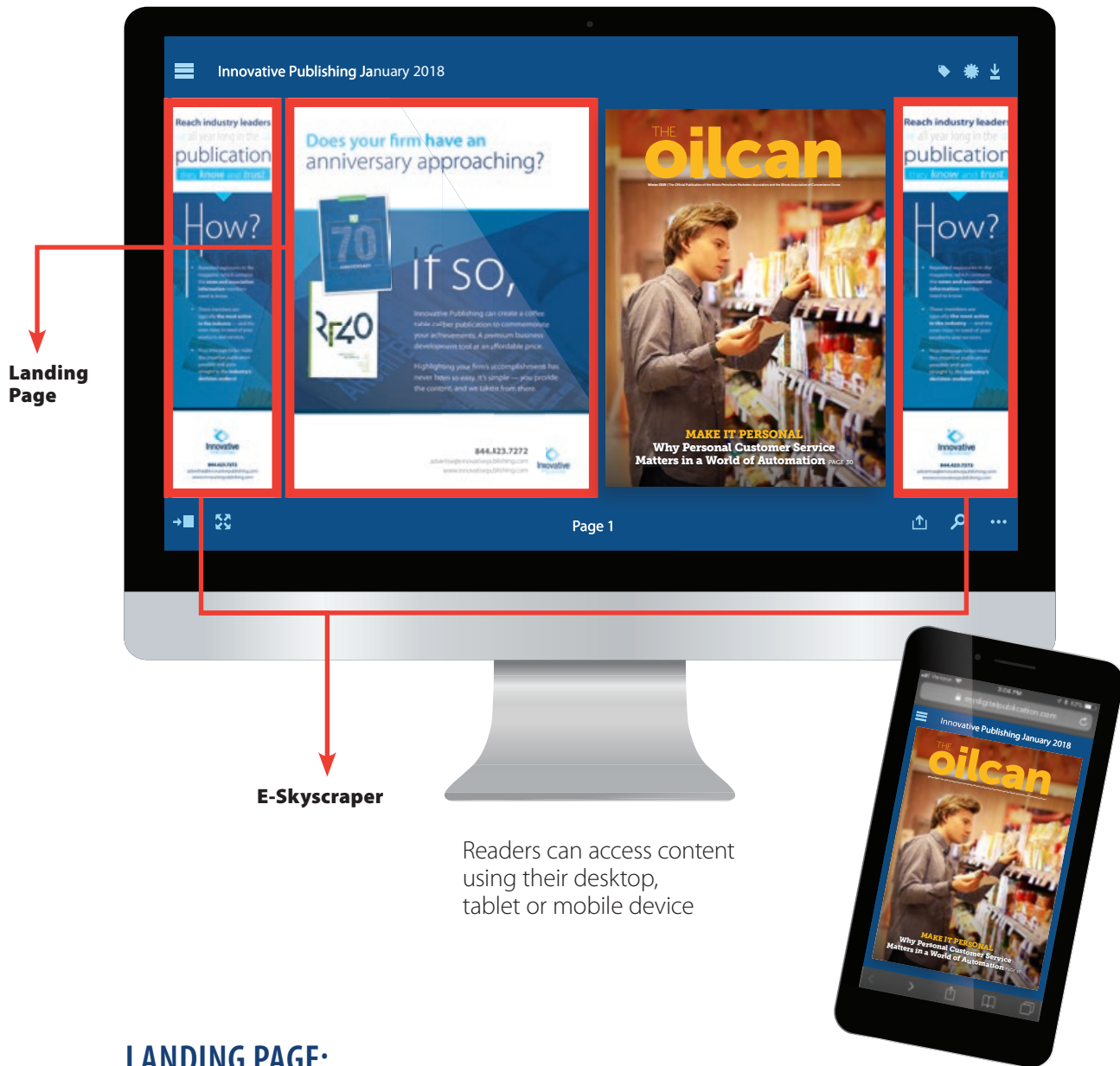
**1/4 Block**



**1/6 Vertical**  
(magazine only)



**1/9 Vertical**  
(magazine only)



**Landing Page**

**E-Skyscraper**

Readers can access content using their desktop, tablet or mobile device

## LANDING PAGE:

**Available positions:** 1

**Rate:** \$400

**Specifications:** RGB color space, 603 pixels x 783 pixels

## E-SKYSCRAPER:

**Available positions:** 2

**Rate:** \$400

**Specifications:** Vertical orientation, RGB color space, 200 pixels x 783 pixels

# DIGITALLY RESPONSIVE PUBLICATION ADVERTISEMENT SPECIFICATIONS



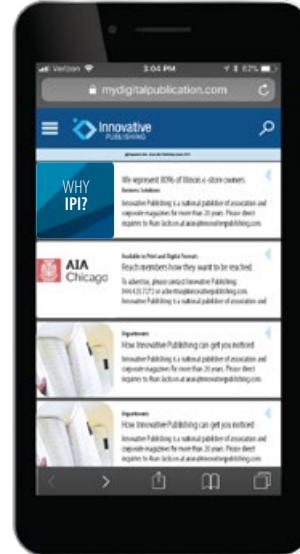
## TILE SPECIFICATIONS:

Simply provide us a high-resolution logo file and three lines of up to 50 characters each.

### DESKTOP VERSION



### MOBILE VERSION

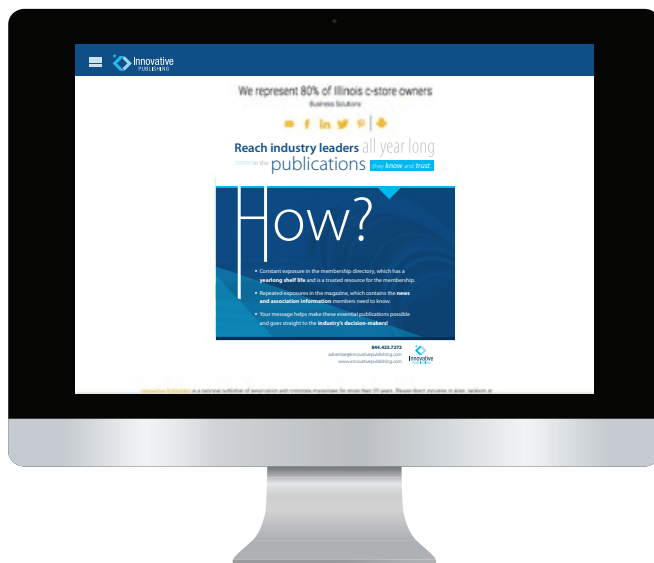


## DIGITAL AD SPECIFICATIONS:

502 pixels x 498 pixels advertisement size

Please also include a 50-100 word company description and website link, if applicable. This will display below ad artwork.

### DESKTOP VERSION



### MOBILE VERSION

