



THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT

# 2019 Media Kit



Petroleum Equipment Institute



@PEINewsFeed



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# PEI JOURNAL

## PEI 2019 DIRECTORY

**Tom Leibrandt**

Advertising Sales Manager

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EMAIL: [advsales@pei.org](mailto:advsales@pei.org)

[www.pei.org](http://www.pei.org) • [www.pei.org/journal](http://www.pei.org/journal)  
[www.pei.org/directory](http://www.pei.org/directory)

## Readership Demographics & Facts

All PEI members receive the *PEI Journal* and the *PEI Directory* as part of their membership. PEI's membership is made up of manufacturers, distributors, and service and construction companies of fuel and fluid handling equipment used in service stations, terminals, bulk plants, fuel oil, and similar fuel marketing operations.

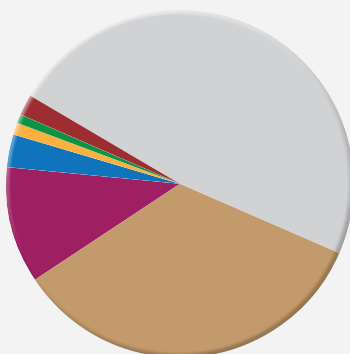
Through the *PEI Journal* and the *PEI Directory*, your ad has

enormous reach. Our readership includes two key audiences. First, convenience store operations and engineering professionals that collectively are responsible for thousands of retail fueling locations. Second, equipment distributors and service companies that equip and maintain the vast majority of retail fueling stations in the United States and Canada, as well as many international facilities around the globe.

### PEI Journal Print Edition 12,000–14,000 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%	■



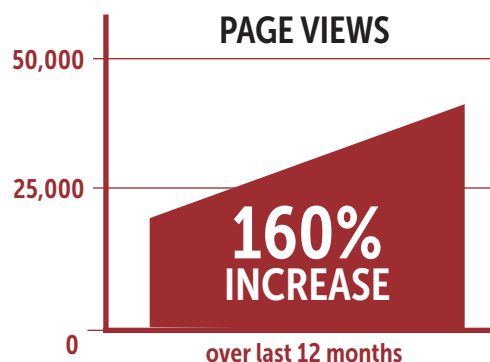
**86%**  
The Americas



**14%**  
International

## Online Readership

The *PEI Journal* and the *PEI Directory* also provide complete interactive digital editions online. Online readership has seen dramatic growth year over year—an average of more than 3,000 unique visitors and 40,000 page views per issue.



## A Highly Valued Resource

The *PEI Journal* is one of the highest rated of all PEI products and services—and it just gets better and better. In the PEI 2017 Membership Survey, 95% of all PEI members turn to the *PEI Journal* for useful information.



# Print Advertising

## 4-COLOR

	PEI Journal costs listed are per insertion	
	1x	4x
2-Page Spread	\$5,100	\$4,200
Full Page (7.25" x 10")	\$2,700	\$2,200
1/2 Horizontal (7" x 4.875")	\$1,900	\$1,450
1/2 Vertical (3.375" x 10")	\$1,900	\$1,450
1/4 (3.375" x 4.875")	\$1,300	\$ 975
Business Card (2.25" x 3")	\$ 525	\$ 375
Logo/Box with Company Listing (members only; b&w logos only)	N/A	N/A
Product/Technology Showcase (both Q3 & Q4: 75 words + 1.3" photo)	\$ 775	N/A
Product/Technology Showcase (Q3 or Q4: 75 words + 1.3" photo)	\$ 525	N/A
Embedded Media	\$575	
Digital enhancement to display ad ( <i>Journal</i> or <i>Directory</i> )		

	PEI Directory costs listed are per insertion	
	1x	4x
2-Page Spread	\$5,775	\$4,625
Full Page (7.25" x 10")	\$3,000	\$2,400
1/2 Horizontal (7" x 4.875")	\$2,075	\$1,675
1/2 Vertical (3.375" x 10")	\$2,075	\$1,675
1/4 (3.375" x 4.875")	\$1,550	\$1,250
Business Card (2.25" x 3")	\$ 625	\$ 500
Logo/Box with Company Listing (members only; b&w logos only)	\$ 250	\$ 250
Product/Technology Showcase (both Q3 & Q4: 75 words + 1.3" photo)	N/A	N/A
Product/Technology Showcase (Q3 or Q4: 75 words + 1.3" photo)	N/A	N/A
Embedded Media	\$575	
Digital enhancement to display ad ( <i>Journal</i> or <i>Directory</i> )		

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 special 4x rate for ROP 2019 *PEI Directory* insertions.

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

Premium positions are available for both publications on a first-come, first-served basis. Specific placements available for a 25% upcharge with approval by publisher. Please contact PEI or see the rate card for more information.

## Insert/Outsert Rates

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

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

**OUTSERT:** A pre-printed promotional piece inserted into the polybag with the *PEI Journal* or *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	N/A
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## Website Advertising

PEI website advertising is through **Google AdWords** only. Advertisers can place digital ads on the PEI website & forums through the Managed Placements capability within **Google AdWords**. Just include **pei.org** in your campaign targets.



### 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)



### Double-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"



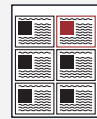
### Half-Page Horizontal

7" x 4.875"



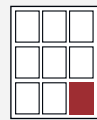
### Vertical Quarter Page

3.375" x 4.875"



### Product Showcase

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



### Business Card Ad

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 and more.

## 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](http://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, including:

- A broad view of the fuel and fluid handling equipment industry
- In-depth analysis of key business issues
- Interviews with industry leaders, 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 • 918-494-9696



Kristen Wright brings 20 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** 2019 EDITORIAL CALENDAR

	<b>Q1</b> Ad Close <b>10/24/18</b> Editorial Close <b>10/15/18</b>	<b>Q2</b> Ad Close <b>2/13/19</b> Editorial Close <b>1/4/19</b>	<b>Q3</b> Ad Close <b>5/15/19</b> Editorial Close <b>4/2/19</b>	<b>Q4</b> Ad Close <b>7/31/19</b> Editorial Close <b>7/1/19</b>
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
<b>Value-Added</b>	—	—	<b>Product &amp; Technology Showcase</b>	<b>Product &amp; Technology Showcase</b> PEI Exhibitor Guide
<b>Bonus Distribution</b>	<b>PEI YOUNG EXECS</b> <b>WPMA</b> <b>SE PETRO</b>	<b>PEI S&amp;C</b> <b>M-PACT</b> <b>PEI WOMEN</b> <b>EEE</b> <b>FUELS INSTITUTE</b>	—	<b>PEI Convention at the NACS Show</b>

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

Advertising Submissions: [advsales@pei.org](mailto:advsales@pei.org)

[www.pei.org/journal](http://www.pei.org/journal)

# File Submission Guidelines

## For 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. 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 CMYK process. Spot colors should be designed as CMYK match colors, not solid color ink.

**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 SHOWCASE

Photo 300 dpi color jpg, 1.3" square. Text: 75 words.

## For Logos

**PREFERRED SOFTWARE** Please do not embed logos in Word documents, as that automatically compresses files and reduces 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](http://www.pei.org/upload) or send to [dropbox@pei.org](mailto:dropbox@pei.org). Questions about the upload process may be directed to Rex Brown at **918-236-3961** or [jrbrown@pei.org](mailto:jrbrown@pei.org). Files under 4 MB may be emailed to [advsales@pei.org](mailto:advsales@pei.org).

## Ad Deadlines

PEI Journal	Space/Materials	Mail/Month
Quarter 1, 2019	10/24/2018	January
Quarter 2, 2019	2/13/2019	April
Quarter 3, 2019	5/15/2019	July
Quarter 4, 2019	7/31/2019	October
<b>PEI Directory</b>		
2019 Directory	11/14/2019	March 2019
2020 Directory	11/13/2019	March 2020

Phone: 918-236-3962 • Fax: 918-491-9895 • Email: [advsales@pei.org](mailto:advsales@pei.org)

### Terms & Conditions:

1. 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 918-494-9696 or [advsales@pei.org](mailto:advsales@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 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.
4. 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.
5. 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.
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 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).
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. 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.
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, 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.
11. 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. 69 Street, Tulsa, OK 74133-1729

[www.pei.org](http://www.pei.org) • [www.pei.org/journal](http://www.pei.org/journal) • [www.pei.org/directory](http://www.pei.org/directory)

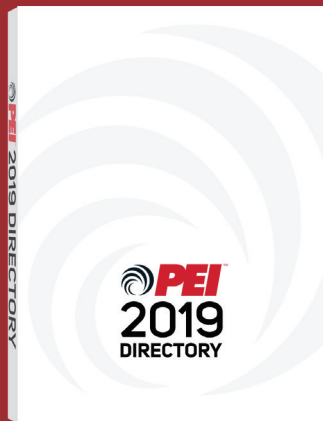
**"Advertising with PEI** provides Husky with focused access to the decision makers of our industry. In particular, ads in PEI publications reinforce our message between personal visits with customers. And they have provided entry to new members that may fall outside of our normal reach."

— **Brad Baker**, Executive Vice President, Husky Corporation



**"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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