

FOOD & FUEL INDIANA

The Official Publications of the Indiana Food & Fuel Association



WHO ARE WE?

Our association represents decision-makers throughout Indiana responsible for contracting, purchasing or recommending your products and services, including fuel marketers, convenience store owners and fuel wholesalers/distributors. **Food & Fuel Indiana** and the **Membership Directory and Buyers' Guide** are critical components of the IFFA communications program. When our readers are ready to buy or recommend products and services, make sure they think of you first.

[CLICK HERE TO VIEW THE DIGITAL MAGAZINE](#)

WHY IFFA?

- Our members spend **billions of dollars** annually on products and services relating to their businesses.
- Fuel industry professionals from **all across Indiana** read each issue of *Food & Fuel Indiana*.

WHY INNOVATIVE?

[CLICK HERE](#) to find out

NET ADVERTISING RATES

Print Edition Advertising	1x	4x	5x
Premium Position*	N/A	\$1,060	\$1,045
Full Page	\$1,755	\$975	\$955
1/2 Page	\$1,360	\$690	\$680
1/3 Page	\$1,130	\$520	\$495
1/4 Page	\$1,030	\$445	\$435
1/6 Page	\$900	\$360	\$355
Digital Edition Advertising	1x	4x	5x
Tile + Interstitial Digital Package	\$1,035	N/A	N/A
Tile + Landing Page Digital Package	\$1,035	N/A	N/A
Tile + Interstitial Print Package**	\$865	N/A	N/A
Tile + Landing Page Print Package**	\$865	N/A	N/A
Tile à la Carte (Magazine Only)	\$575	N/A	N/A
Interstitial à la Carte (Directory Only)	\$575	N/A	N/A
Landing Page à la Carte (Directory Only)	\$575	N/A	N/A

[CLICK HERE FOR AD EXAMPLES](#)

* Premium positions include: inside front cover, inside back cover, page 3 and back cover.

** Discounted digital + print packaging available with 1/2-page print ads or larger.

Interested in an outsert or advertorial? Contact your Innovative rep to discuss options!

EDITORIAL CALENDAR

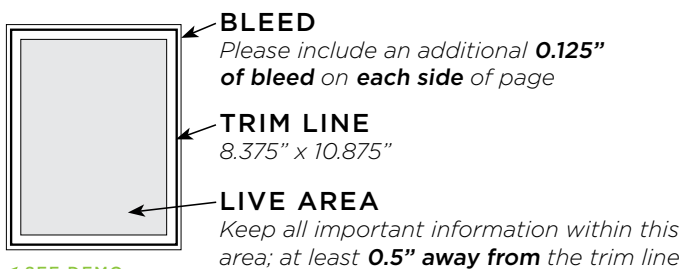
Issue Number	Artwork Due	Delivered to Members
Volume 30 Issue 1	12/5/24	February 2025
Volume 30 Issue 2	4/9/25	June 2025
Volume 30 Issue 3	7/2/25	September 2025
Volume 30 Issue 4	10/1/25	December 2025
Directory 2025	2/24/25	May 2025

SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

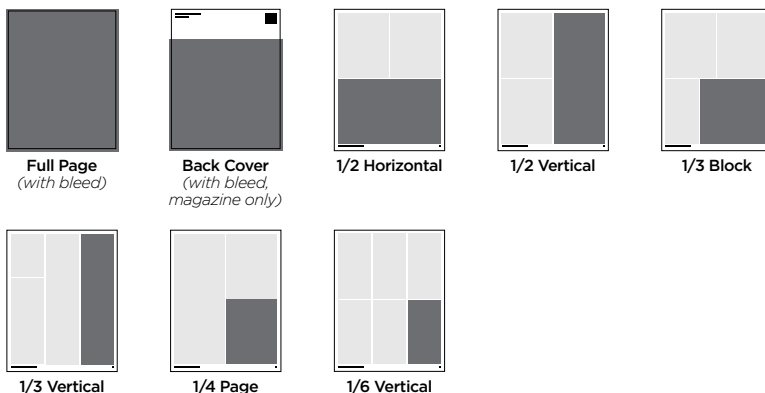
Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875"+ 0.125" bleeds	8.375" x 10.875"+ 0.125" bleeds
Back Cover*	8.375" x 8.875"+ 0.125" bleeds	8.375" x 10.875"+ 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"	3.875" x 10"
1/3 Block	5.187" x 4.937"	5.187" x 4.937"
1/3 Vertical	2.5" x 10"	2.5" x 10"
1/4 Page	3.875" x 4.937"	3.875" x 4.937"
1/6 Vertical	2.5" x 4.937"	2.5" x 4.937"

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad SEE EXAMPLE	603 x 783 pixels	603 x 783 pixels
Landing Page SEE EXAMPLE	603 x 783 pixels	603 x 783 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels	N/A

*Full-page ads are intended to bleed off the page. [SEE DEMO](#)



[SEE DEMO](#)



ARTWORK FILE SUBMISSION

File Types: Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.

PRINT AD FILE REQUIREMENTS

Minimum Resolution: 300 DPI (dots per inch)

Color: CMYK process

Bleeds: 0.125 inch on full-page and tab ads [SEE DEMO](#)

Margin: 0.5 inch on full-page and tab ads [SEE DEMO](#)

NOTE: We cannot improve the quality of an image. Graphics pulled from websites are generally too small to print.

DIGITAL AD FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

Video: MP4, F4V or FLV video format, 300 kb/s - 700 kb/s bitrate, 100 MB maximum file size, duration of 1 second or more.

[CLICK HERE](#) to see an example of an interstitial ad with video.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all ad content, 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.
- Contact your sales rep to pay your invoice online.

E-NEWSLETTER

Allow us to deliver your message to our membership straight from Indiana Food & Fuel Association. IFFA's e-newsletter is sent out **multiple days per week**. Ad position is on a first-come, first-served basis. Great for promoting your products, services, events or press releases.



Ad placement locations not guaranteed.

BANNER ADS

Limited to 2 placements. Placed in the middle of the e-newsletter. Includes hyperlink if provided.

Frequency: Quarterly

Dimensions: 468 x 60 pixels

Cost: \$1,500 per quarter



BOX ADS

Limited to 3 placements. First Box Ad placement will run with editorial promotion. Placed in the middle of the e-newsletter. Includes hyperlink if provided.

Frequency: Quarterly

Dimensions: 200 x 200 pixels

Cost: \$1,250 per quarter



FILE REQUIREMENTS

Minimum Resolution: 72 DPI (dots per inch)

Color: RGB

File Types: GIF, PNG or JPG

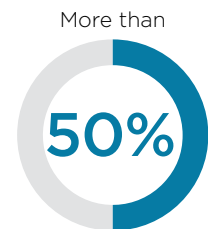
File Size: 40kb

Artwork Due: All artwork is due on the 15th of the month before the quarterly advertising term begins. Ad artwork runs as pickup for three-month term.

Send to: graphics@innovativepublishing.com or [CLICK HERE](#) for files larger than 5 MB.



The e-newsletter is one of the
TOP 3
member benefits.*



of IFFA members read the e-newsletter every day.*

*According to a 2021 IFFA membership survey