

# 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*.

## NET ADVERTISING RATES

Print Edition Advertising	1x	4x	5x
Premium Position*	N/A	\$1,020	\$1,005
Full Page	\$1,685	\$935	\$915
1/2 Page	\$1,310	\$660	\$650
1/3 Page	\$1,090	\$500	\$475
1/4 Page	\$990	\$425	\$415
1/6 Page	\$865	\$350	\$345
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 28 Issue 1	12/8/22	February 2023
Volume 28 Issue 2	4/5/23	June 2023
Volume 28 Issue 3	7/5/23	September 2023
Volume 28 Issue 4	10/4/23	December 2023
Directory 2023	2/27/23	May 2023

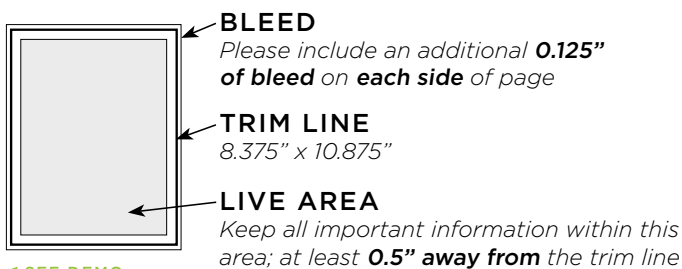
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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"

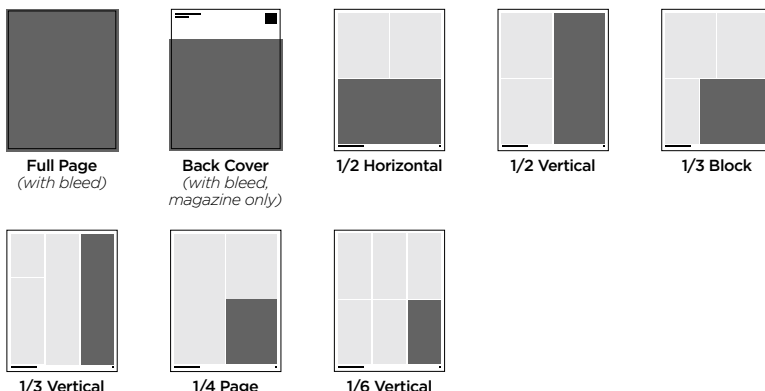
  

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	603 x 783 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	603 x 783 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels	N/A

\* 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, 100MB maximum file size, duration of 1 second or more.

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

## AD DESIGN SERVICES

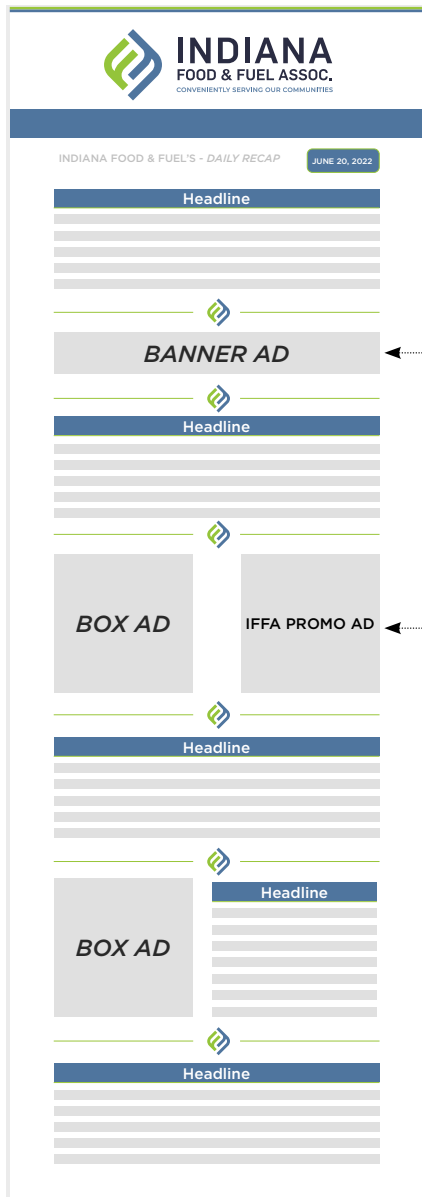
Our graphic designers can help you design your ad! Simply provide our team with all ad content, and we will design it for you. **All artwork creation or changes require a \$75 surcharge.**

## PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, Mastercard or Visa accepted.
- Contact your sales rep to pay your invoice online.

## DAILY E-NEWSLETTER

Allow us to deliver your message to our membership straight from Indiana Food & Fuel Association. IFFA's e-newsletter is sent out **daily**. 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:** 468 x 60 pixels

**Cost:** \$1,250 per quarter



### FILE REQUIREMENTS

**Minimum Resolution:** 72 DPI (dots per inch)

**Color:** RGB

**File Types:** GIF or JPG

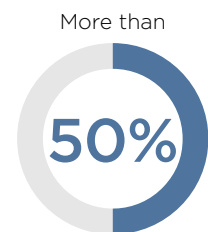
**File Size:** 40k

**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](mailto: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 newsletter every day.\*

\*According to a 2021 IFFA membership survey