

THE oilcan

The Official Publication of the Illinois Fuel & Retail Association



WHO ARE WE?

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

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

WHY IFRA?

- ◆ Our members represent **80 percent** of c-store owners throughout Illinois.
- ◆ IFRA 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 Fuel & Retail Association. These professionally designed publications are critical components of IFRA's communications program and feature relevant editorial for people directly involved in Illinois' fuel 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
THE OIL CAN	
12/21/2021	February 2022
4/5/2022	June 2022
7/22/2022	September 2022
9/27/2022	November 2022
MEMBERSHIP DIRECTORY	
2/8/2022	April 2022

NET ADVERTISING RATES: THE OIL CAN AND MEMBERSHIP DIRECTORY

Size	1x	4x	5x
Covers	N/A	\$1,410	\$1,335
Full Page	\$1,275	\$1,055	\$1,005
1/2 Page	\$1,010	\$785	\$750
1/3 Page	\$935	\$700	\$665
1/4 Page	\$835	\$620	\$590
1/6 Page	\$705	\$530	\$500
1/9 Page	\$655	\$490	\$465
Digital			
Standard View Skyscraper	\$500	N/A	N/A
Standard View Landing Page	\$500	N/A	N/A
Digitally Responsive Publication	\$500	N/A	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 (IFFA).

SPECIFICATIONS: THE OIL CAN AND MEMBERSHIP DIRECTORY

Page Size	8.375" x 10.875" (trim)
Back Cover (magazine only)	8.375" x 8.875"
Full Page	8.375" x 10.875"
1/2 Page Horizontal	7.875" x 4.937"
1/2 Page Vertical	3.875" x 10"
1/3 Page Vertical	2.5" x 10"
1/3 Page Block	5.187" x 4.937"
1/4 Page Block	3.875" x 4.937"
1/6 Page Vertical	2.5" x 4.937"
1/9 Page Vertical	2.5" x 3.25"
Digital	
Standard View Skyscraper	160p x 600p
Standard View Landing Page	603p x 783p
Digitally Responsive Publication	502p x 498p

* 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.
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

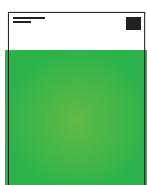
844.423.7272 TOLL-FREE

888.780.2241 FAX

advertise@innovativepublishing.com



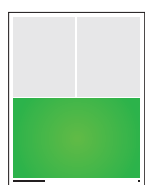
www.innovativepublishing.com



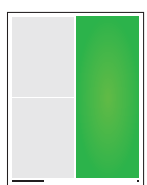
Back Cover (with bleed)
(magazine only)



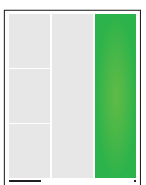
Full Page (with bleed)



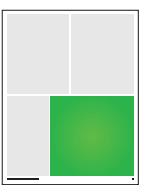
1/2 Horizontal



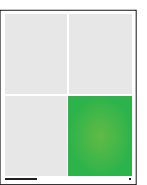
1/2 Vertical



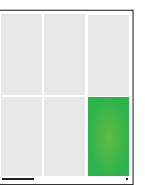
1/3 Vertical



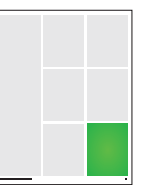
1/3 Block



1/4 Block



1/6 Vertical



1/9 Vertical



DIGITAL ADVERTISING

Landing Page

E-Skyscraper

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

LANDING PAGE:

Available positions: 1

Rate: \$500

Specifications: RGB color space, 603 pixels x 783 pixels for magazine

E-SKYSCRAPER:

Available positions: 2

Rate: \$500

Specifications: Vertical orientation, RGB color space, 160 pixels x 600 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

