10% OF THE NATIONS C-STORES
Texas is the largest petroleum marketer and c-store market in the United States with more than 15,400 stores, service stations, and other retail motor fuel outlets.

$9,000,000,000
Gallons of fuel supplied on an annual basis by readers.

$77,400,000,000
Readerships annual impact on the Texas economy.

Publications reach CEO’s, owner/operators, and purchasers.

3,500+
Magazine Circulation

e-Newsletter
26.8% Avg. open rate
7.27% Avg. click-through rate

The Texas Food & Fuel Association is the nation’s largest state organization dedicated to serving the fuels marketing, convenience, grocery, and wholesale food industries.
## RATES

<table>
<thead>
<tr>
<th></th>
<th>x1</th>
<th>x2</th>
<th>x3</th>
<th>x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTSIDE BACK COVER</td>
<td>$4,500</td>
<td>$4,275</td>
<td>$4,050</td>
<td>$3,825</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>$4,000</td>
<td>$3,600</td>
<td>$3,400</td>
<td>$3,200</td>
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<tr>
<td>INSIDE FRONT COVER</td>
<td>$3,500</td>
<td>$3,325</td>
<td>$3,150</td>
<td>$2,975</td>
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<td>$3,150</td>
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<tr>
<td>FULL PAGE (WITH OR W/O BLEED)</td>
<td>$2,750</td>
<td>$2,612</td>
<td>$2,475</td>
<td>$2,337</td>
</tr>
<tr>
<td>2/3 PAGE</td>
<td>$2,250</td>
<td>$2,137</td>
<td>$2,025</td>
<td>$1,912</td>
</tr>
<tr>
<td>1/2 PAGE (V/H/ISLAND)</td>
<td>$1,750</td>
<td>$1,662</td>
<td>$1,575</td>
<td>$1,487</td>
</tr>
<tr>
<td>1/4 PAGE (V/H)</td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
</tr>
<tr>
<td>1/8 PAGE (V/H)</td>
<td>$650</td>
<td>$617</td>
<td>$585</td>
<td>$552</td>
</tr>
</tbody>
</table>

## AD SPECS

**2-PAGE SPREAD**
- 12” x 18” (w/ bleed)
- 11.5” x 17.5” (w/out bleed)

**FULL PAGE**
- 9” x 12” (w/ bleed)
- 8.5” x 11.5” (w/out bleed)

**2/3 PAGE**
- 5.667” x 11.5”

**1/2 PAGE (ISLAND)**
- 5.6325” x 8.5”

**1/4 PAGE (HORI.)**
- 3.875” x 5.125”

**1/8 PAGE (HORI.)**
- 3.9” x 2.5”

**ARTWORK REQUIREMENTS**
All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied, if not embedded, in the file.

**DELIVERY OF MATERIALS**
Please send all materials to:
Jesus Azanza, Director of Communications & Marketing
Texas Food & Fuel Association
401 W. 15th Street, Ste. 510
Austin, TX 78701

**CONTACT**
Jesus Azanza
jazanza@txfoodandfuel.org
512.617.4309
### FOOD & FUEL MAGAZINE AD SELECTION

<table>
<thead>
<tr>
<th>Option</th>
<th>x1</th>
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<th>x3</th>
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<td>$4,275</td>
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<td>$3,400</td>
<td>$3,200</td>
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<tr>
<td>Inside Front Cover</td>
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<td>$552</td>
</tr>
</tbody>
</table>

### AD PLACEMENT + FREQUENCY

Choose which issue(s) which you would like your ad to appear in:

- January/February/March
- April/May/June
- July/August/September
- October/November/December

**TOTAL YOUR ORDER:** $______________ (AD PRICE) X _________ (NUMBER OF ISSUES) = $______________ TOTAL PRICE

### ADVERTISER INFORMATION

Company_____________________________________________________________________________________________
Primary Contact____________________________________________________________________________________
Address_______________________________________________________________________________________________
City________________________________________________State_____________________Zip_____________________
Tel_________________________________________________Fax________________________________________________
Email______________________________________________Website__________________________________________

☐ I AGREE TO ALL TERMS OF THE RATE SHEET AND THIS CONTRACT AS APPLICABLE FOR MY COMPANY.

Authorization Signature:_____________________________________________Date:_____________________

Advertiser indemnifies the Texas Food & Fuel Association (the “Association”) against losses or liabilities arising from this advertising. The Association assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Revisions to previously submitted ad copy are subject to additional charges. In the event of a contract cancellation, the advertiser or agency agrees to repay the Association any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable.

Please sign and return to:       Jesus Azanza
Texas Food & Fuel Association
401 W. 15th Street, Ste. 410 • Austin, TX 78701
Tel: 512.617.4309  Fax: 512.477.4239
jazanza@txfoodandfuel.org

SPECIAL EDITION

Southwest Fuel & Convenience Expo Show Guide

Reach prospective customers attending the most comprehensive food, fuel, and convenience retailing event in the Southwest!

Publications are printed in April for distribution at Southwest Fuel & Convenience Expo held in May of each year.

Standard magazine advertising rates apply. For more information visit www.sw-expo.com.
Digital Advertising
## WEBSITE BANNERS (MONTHLY)

<table>
<thead>
<tr>
<th>Website URL</th>
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<th>x3</th>
<th>x6</th>
<th>x12</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td><a href="http://www.txfoodandfuel.org">www.txfoodandfuel.org</a></td>
<td>$600</td>
<td>$570</td>
<td>$540</td>
<td>$510</td>
<td>1085 x 150 pixels</td>
</tr>
<tr>
<td><a href="http://www.sw-expo.com">www.sw-expo.com</a></td>
<td>$1,000</td>
<td>$950</td>
<td>$900</td>
<td>$850</td>
<td>$1,300</td>
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</table>

**Medium Box**
- File Format: GIF or JPEG
- File Size: No more than 40K

**Requirements and Specifications**
- Ad properties: RGB, 72 dpi
- File Type: GIF or JPEG
- File Size: No more than 40K

## e-NEWSLETTER (SEMI-MONTHLY, RATES ARE PER ISSUE)

<table>
<thead>
<tr>
<th></th>
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<th>x6</th>
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<th>x24</th>
<th>Dimensions</th>
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<td>$495</td>
<td>$467</td>
<td>150 x 200 pixels</td>
</tr>
<tr>
<td>Footer</td>
<td>$400</td>
<td>$380</td>
<td>$360</td>
<td>$340</td>
<td>600 x 75 pixels</td>
</tr>
</tbody>
</table>

**Call to Action**

*E-Newsletters are published on the 15th and 30th of each month. Distribution will be adjusted if a publication date falls on a weekend or holiday.*

**Become a Digital Advertiser**

Your ad does not rotate with any other ads - you have an exclusive spot!
SHOWGUIDE & DIRECTORY AD SELECTION

- OUTSIDE BACK COVER  SOLD!  $4,500
- 2-PAGE SPREAD  $4,000
- INSIDE FRONT COVER  SOLD!  $3,500
- INSIDE BACK COVER  $3,500
- FULL PAGE (W/ OR W/O BLEED)  $2,750
- 2/3 PAGE  $2,250
- 1/2 PAGE (V/H/ISLAND)  $1,750
- 1/4 PAGE (V/H)  $1,000
- 1/8 PAGE (V/H)  $650

TOTAL ORDER: $__________ (AD PRICE)

ADVERTISER INFORMATION

Company__________________________________________________________________________________________________________

Primary Contact__________________________________________________________________________________________________

Address____________________________________________________________________________________________________________

City________________________________________________________State______________________Zip_________________________

Tel_________________________________________________________Fax______________________________________________________

Email______________________________________________________Website________________________________________________

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