



# Petrogram

The Official Publications of the Florida Petroleum Marketers Association



## WHO ARE WE?

The mission of the Florida Petroleum Marketers Association is to protect the industry and advocate on its behalf. We strive to promote a growth-oriented business community in the state of Florida and work to ensure that every one of our members reaps the benefits of a fairly regulated and business-friendly environment. **Petrogram** and the **FPMA Membership Directory** are critical components of the FPMA 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 FPMA?

- ➔ Nearly **100% of Florida's fuel marketers and convenience store professionals** are members of FPMA.
- ➔ Florida is the **third-largest** fuel marketer and convenience store market in the U.S.
- ➔ Our members supply **97% of all finished motor fuel products** sold in the state of Florida.

## WHY INNOVATIVE?

[CLICK HERE](#) to find out

## NET ADVERTISING RATES

Print Edition Advertising	1x	5x
Premium Position*	\$2,650	\$2,500
Tab**	\$2,400	N/A
Full Page	\$2,225	\$1,950
1/2 Page	\$1,475	\$1,300
1/4 Page	\$875	\$775
1/8 Page	\$525	\$450
Digital Edition Advertising	1x	5x
Tile + Interstitial Digital Package	\$1,600	N/A
Tile + Landing Page Digital Package	\$1,600	N/A
Tile + Interstitial Print Package***	\$1,350	N/A
Tile + Landing Page Print Package***	\$1,350	N/A
Tile à la Carte	\$900	N/A

[CLICK HERE FOR AD EXAMPLES](#)

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

\*\* Tab Positions: Leadership & Programs, Patron Members, Marketer Members & Brand Listings, Associate Supporters, Government & Emergency Numbers, and Indexes

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

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

## EDITORIAL CALENDAR

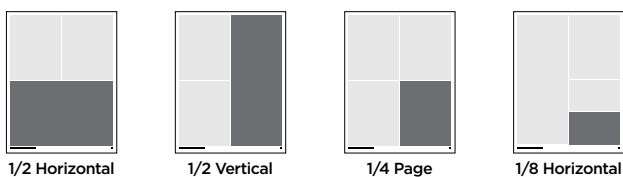
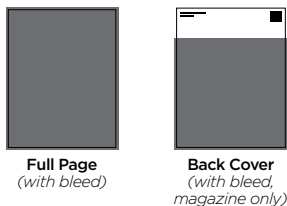
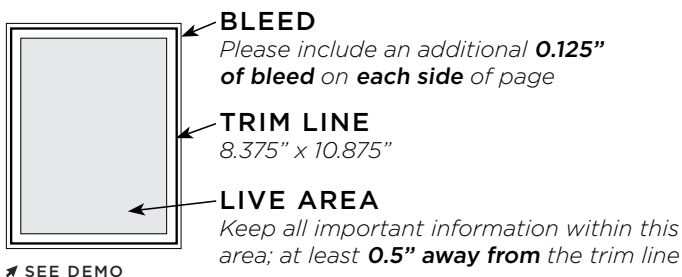
Issue Number	Artwork Due	Delivered to Members
Volume 42 Issue 1	10/27/25	January 2026
Volume 42 Issue 2	1/29/26	April 2026
Volume 42 Issue 3	4/30/26	July 2026
Volume 42 Issue 4	7/30/26	October 2026
Directory 2026	1/14/26	April 2026

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

Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	8.375" x 10.875" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
Back Cover*	8.375" x 8.875" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/4 Page	3.875" x 4.937"	2.375" x 3.625"
1/8 Page Horizontal	3.875" x 2.34"	2.375" x 1.5"

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	603 x 783 pixels	432 x 630 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](#)



## 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.