

TEXAS FOOD & FUEL MAGAZINE

The Official Publications of the Texas Food & Fuel Association



WHO ARE WE?

Texas Food & Fuel Magazine and the *TFFA Membership Directory* are the industry's flagship publications in the Southwest. Readers benefit from thought-provoking and insightful articles that focus on **trends, best practices, metrics and advocacy**, and are highly poised for engagement with the messages and brands of advertisers.

Texas Food & Fuel Magazine and the *TFFA Membership Directory* are critical components of the TFFA 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 TFFA?

- ➔ TFFA members own, operate and supply an excess of **12,000 convenience stores, grocery stores and truck stops**.
- ➔ TFFA members distribute more than **10 billion gallons of gasoline and diesel fuel** each year.
- ➔ **Texas is the largest petroleum marketer and c-store market** in the U.S., with more than **15,400 stores, service stations** and other **retail motor fuel outlets**.

Source: NACS State of the Industry Report 2020; Data: Nielsen TDLinx Store Count, December 31, 2020

MEMBER NET ADVERTISING RATES

Print Edition Advertising	1x	4x	5x
Premium Position*	\$4,800	\$4,080	\$4,080
Tabs**	\$4,800	N/A	N/A
Full Page	\$2,935	\$2,490	\$2,490
1/2 Page	\$1,865	\$1,585	\$1,585
1/4 Page	\$1,065	\$910	\$910
1/8 Page	\$695	\$585	\$585
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](#)

Nonmember Fee: Add 10%

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

** Tab position is available in directory only and is full-page ad size. Eight tab positions are available.

Tabs include Marketer Members, Supplier Members, Refiners and Other Members, and Reference Guide.

*** 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!

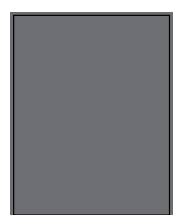
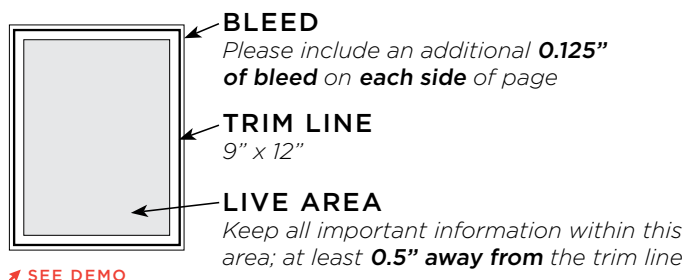
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 5 Issue 1	4/4/24	June 2024
Volume 5 Issue 2	7/11/24	September 2024
Volume 5 Issue 3	10/3/24	December 2024
Volume 5 Issue 4	12/18/24	February 2025
Directory 2025	2/21/2025	May 2025

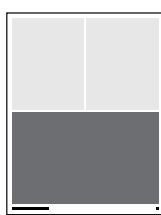
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

Print Ad Size	Magazine Dimensions	Directory Dimensions
Full Page*	9" x 12" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
Back Cover*	9" x 12" + 0.125" bleeds	5.75" x 8.5" + 0.125" bleeds
1/2 Page Horizontal	8.5" x 5.625"	4.75" x 3.625"
1/2 Page Vertical	4.125" x 11.5"	N/A
1/4 Page	4.125" x 5.625"	2.375" x 3.625"
1/8 Horizontal	3.9" x 2.5"	N/A
Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad SEE EXAMPLE	648 x 864 pixels	432 x 630 pixels
Landing Page SEE EXAMPLE	648 x 864 pixels	432 x 630 pixels
Digital Tile Ad SEE EXAMPLE	502 x 498 pixels	N/A

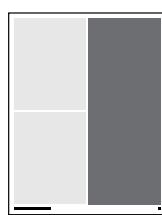
* Full-page ads are intended to bleed off the page [SEE DEMO](#)



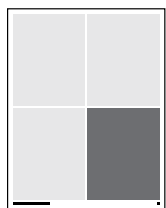
Full Page (with bleed)



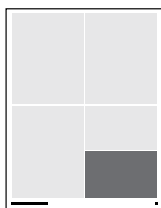
1/2 Horizontal



1/2 Vertical



1/4 Page



1/8 Horizontal

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.

BECOME A DIGITAL ADVERTISER

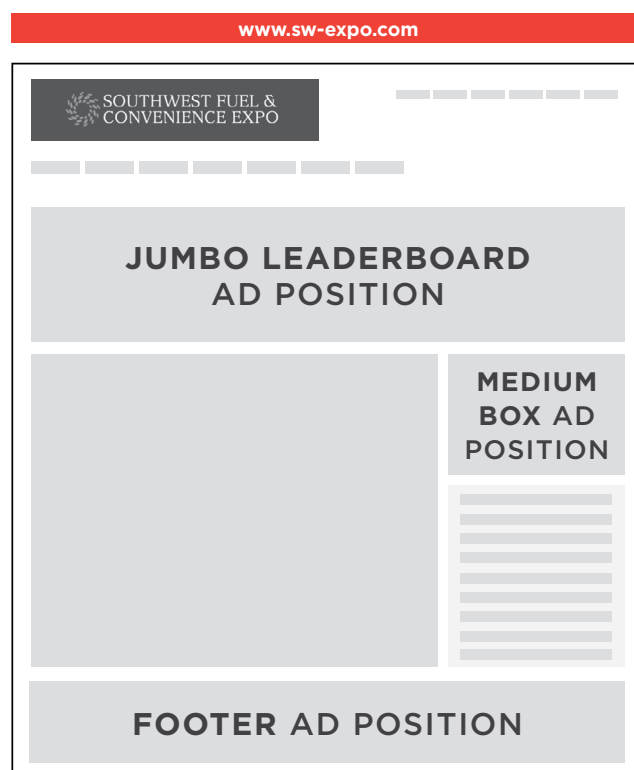
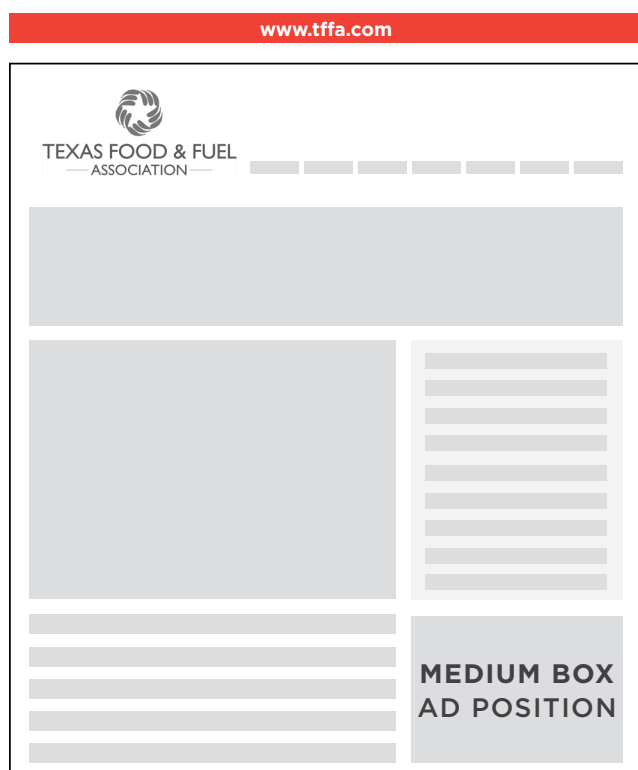
Your ad does not rotate with any other ads — you have an exclusive spot!

SPECIFICATIONS: WEBSITE BANNERS (MONTHLY)

www.tffa.com	x1	x3	x6	x12	Dimensions
Medium Box	\$600	\$570	\$540	\$510	1085p x 510p

SPECIFICATIONS: WEBSITE BANNERS (MONTHLY)

www.sw-expo.com	x1	x3	x6	x12	Expo Show Issues (April & May)	Dimensions
Jumbo Leaderboard	\$1,000	\$950	\$900	\$850	\$1,300	960p x 150p
Medium Box	\$400	\$380	\$360	\$340	\$700	372p x 250p
Footer	\$300	\$285	\$270	\$255	\$600	960p x 100p



FILE REQUIREMENTS

Color: RGB

Minimum Resolution: 72 DPI (dots per inch)

File Type: GIF, PNG or JPEG

Files Size: Under 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.

Please send all materials to:

Texas Food & Fuel Association
401 W. 15th St., Ste. 510, Austin, TX 78701
Contact: info@tffa.com | 512.476.9547

WEEKLY E-NEWSLETTERS



LEADERBOARD: 1 AVAILABLE POSITION

This premier position provides your company with top exposure and quality traffic.

Dimensions: 728p x 90p

Cost: \$1,750

LOWER LEADERBOARD: 1 AVAILABLE POSITION

The lower leaderboard gives your company a prominent position right under the association's masthead.

Dimensions: 580p x 70p

Cost: \$1,550

TOP BANNER: 1 AVAILABLE POSITION

Banner ads allow your company to combine text, colors and graphics into a unique sales message for committed buyers.

Dimensions: 468p x 60p

Cost: \$1,350

BOX AD

This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

Dimensions: 300p x 250p

Cost: \$950

HORIZONTAL PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

Dimensions: 275p x 175p

Cost: \$1,050

CALLOUT TEXT

Integrated into the feel of the brief, a callout text ad targets your buying audience with an image, 5-word headline and 25-word description.

Dimensions: 125p x 100p

Cost: \$700

VERTICAL PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.

Dimensions: 300p x 125p

Cost: \$850

SPONSORED CONTENT

5 unique headlines and a logo with max width of 150p.

Dimensions: 150p x 100p

Cost: \$1,200

FEATURED ADVERTORIAL

Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.

Dimensions: N/A

Cost: \$1,200

SPONSORED VIDEO 1

Feature your video content with this placement, including an image, 5-word headline, 50-word description and link to a page hosting the video.

Dimensions: 350p x 200p.

File Format: GIF, JPG, PNG. **File Size:** 30kb

Cost: \$1,300

FILE REQUIREMENTS

Color:

RGB

Minimum Resolution:

72 DPI (dots per inch)

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small.

File Type:

GIF, PNG or JPEG

Files Size:

Under 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.

Please send all materials to:

graphics@innovativepublishing.com. Please upload files over 5 MB to our site at www.innovativepublishing.com.

- ◆ Rates include 13 consecutive insertions (one quarter).
- ◆ Annual rate receives a 10% frequency discount.
- ◆ Nonmember Fee: Add 10%