

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, 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 marketers 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*	\$4,705	\$4,000	\$4,000
Tabs**	\$4,705	N/A	N/A
Full Page	\$2,875	\$2,440	\$2,440
1/2 Page	\$1,830	\$1,555	\$1,555
1/4 Page	\$1,045	\$890	\$890
1/8 Page	\$680	\$575	\$575
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!

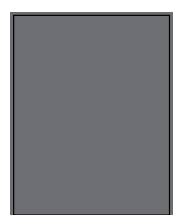
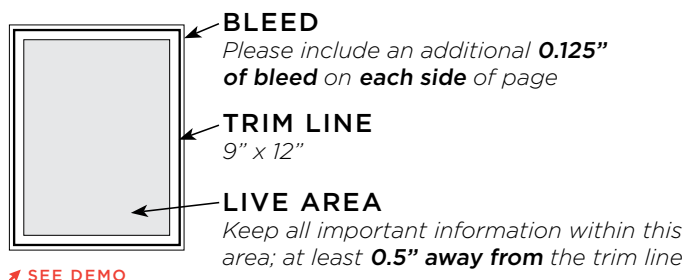
EDITORIAL CALENDAR

Issue Number	Artwork Due	Delivered to Members
Volume 4 Issue 1	4/6/23	June 2023
Volume 4 Issue 2	6/29/23	September 2023
Volume 4 Issue 3	10/5/23	December 2023
Volume 4 Issue 4	12/20/23	February 2024
Directory 2024	1/29/2024	April 2024

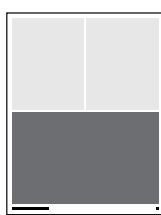
SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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

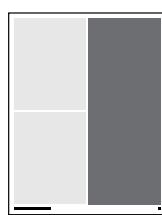
* Full-page ads are intended to bleed off the page [SEE DEMO](#)



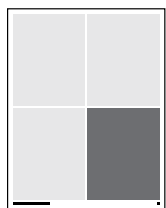
Full Page (with bleed)



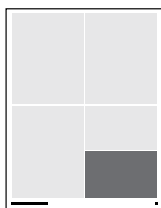
1/2 Horizontal



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.