

# 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 Positions*	\$4,895	\$4,160	\$4,160
Tabs**	\$4,895	N/A	N/A
Full Page	\$2,995	\$2,540	\$2,540
1/2 Page	\$1,900	\$1,615	\$1,615
1/4 Page	\$1,085	\$930	\$930
1/8 Page	\$710	\$595	\$595
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 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 6 Issue 1	3/13/25	May 2025
Volume 6 Issue 2	7/10/25	September 2025
Volume 6 Issue 3	10/2/25	December 2025
Volume 6 Issue 4	12/15/25	February 2026
Directory 2025	2/21/25	May 2025

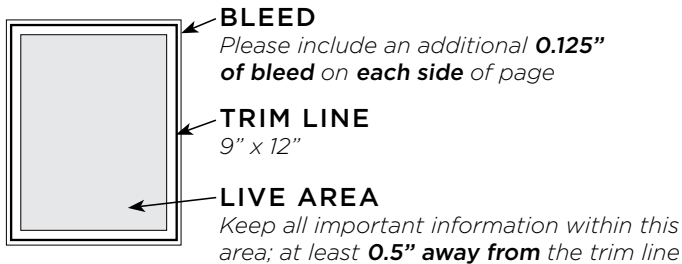
## SPECIFICATIONS [CLICK HERE FOR AD EXAMPLES](#)

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

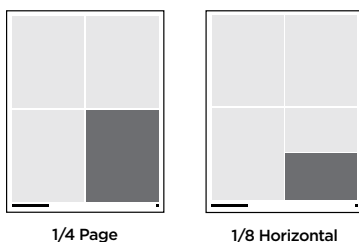
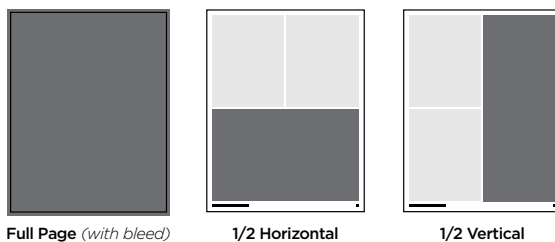
  

Digital Ad Size	Magazine Dimensions	Directory Dimensions
Interstitial Ad <a href="#">SEE EXAMPLE</a>	648 x 864 pixels	432 x 630 pixels
Landing Page <a href="#">SEE EXAMPLE</a>	648 x 864 pixels	432 x 630 pixels
Digital Tile Ad <a href="#">SEE EXAMPLE</a>	502 x 498 pixels	N/A

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



[SEE DEMO](#)



## WHY INNOVATIVE?

[CLICK HERE](#) to find out

## ARTWORK FILE SUBMISSION

**File Types:** Adobe InDesign, Illustrator, Photoshop or PDF. Please embed or include all fonts and graphics.

**Send to:** [graphics@innovativepublishing.com](mailto: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.