

2024 MEDIA KIT

DIGITAL PRODUCTS



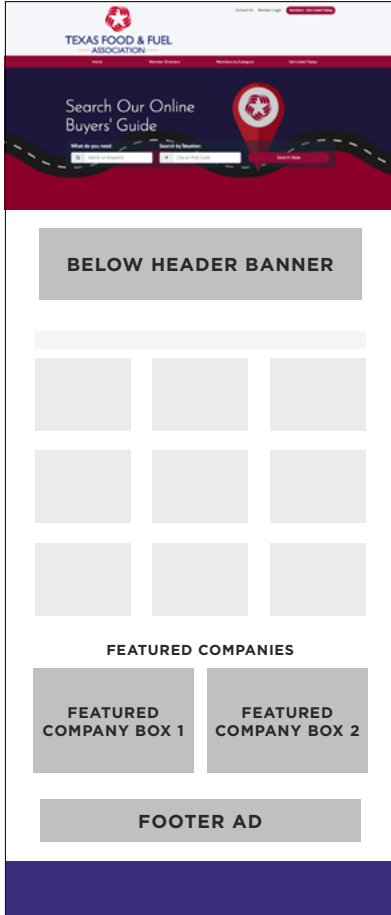
TEXAS FOOD & FUEL — ASSOCIATION —

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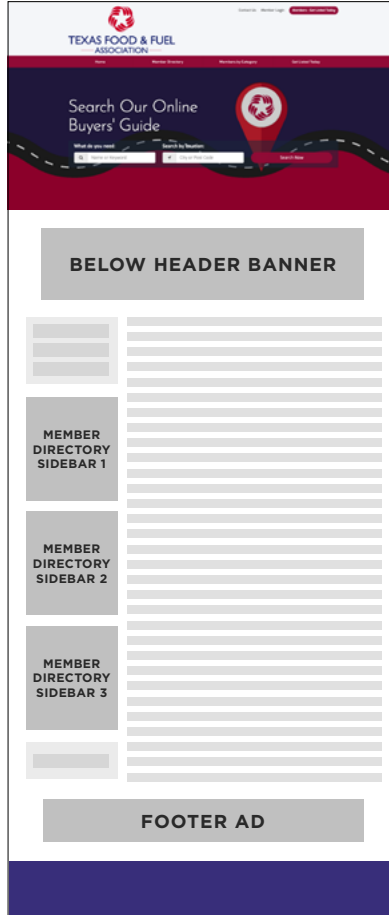


ONLINE BUYERS GUIDE WWW.TXFOODANDFUELBUYERSGUIDE.COM

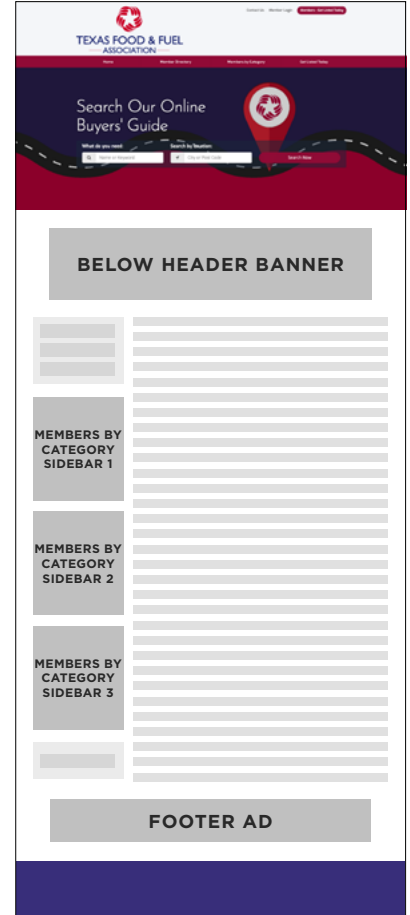
HOMEPAGE ↗



MEMBER DIRECTORY PAGE ↗



MEMBERS BY CATEGORY PAGE ↗



BELOW HEADER BANNER:

1 Available Position with 3 Rotations

This premier position provides your company with top exposure and quality traffic. This position rotates between 3 advertisers that appear on all main pages of the website, including listings. Links to URL of your choosing.

Dimensions: 970 pixels x 195 pixels
Cost: Quarterly: \$1,000 | Annual: \$3,500

FEATURED COMPANY BOX:

2 Available Positions

This exclusive position highlights your company right on the homepage, linking directly to your listing page.

Dimensions: 360 pixels x 500 pixels
Cost: Quarterly: \$250 | Annual: \$900

FOOTER AD:

1 Available Position with 3 Rotations

The footer ad gives your company a presence on every page of the website. This position rotates between 3 advertisers. Links to URL of your choosing.

Dimensions: 970 pixels x 90 pixels
Cost: Quarterly: \$725 | Annual: \$2,500

MEMBER DIRECTORY SIDEBAR:

3 Available Positions

This sidebar ad provides your company with good exposure in a high-traffic area on the search results page and also beside each member listing. Links to URL of your choosing.

Dimensions: 360 pixels x 500 pixels
Cost: Quarterly: \$425 | Annual: \$1,500

MEMBERS BY CATEGORY CATEGORY SIDEBAR:

3 Available Positions

This sidebar ad provides your company with good exposure on the members by category page. Links to URL of your choosing.

Dimensions: 360 pixels x 500 pixels
Cost: Quarterly: \$250 | Annual: \$900

UPGRADED MEMBER LISTING

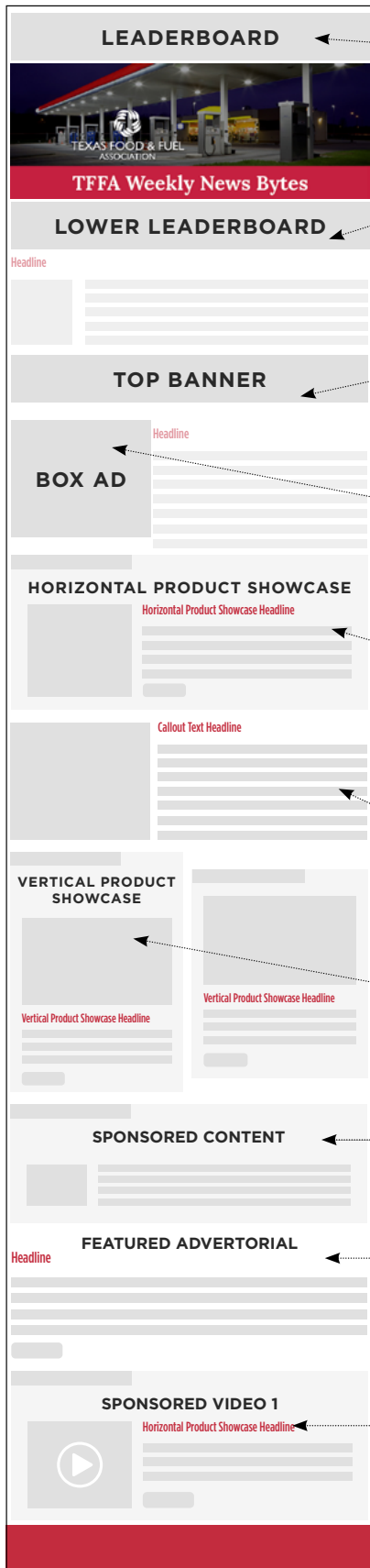
Make your listing stand out with a company logo, website hyperlink, first and last name, email hyperlink, socials links, 500 word description, personal quote or motto. ↗ **SEE EXAMPLE**
Cost: Member: \$350 | Nonmember: \$500

Each position is available for an annual or 3-month term. File requirements: JPG, GIF, and PNG files accepted. Graphics should have a minimum 72 DPI (dots per inch) and be in RGB color. Ad artwork due one week before contracted advertisement term starts.





WEEKLY E-NEWSLETTERS [SEE NEWSLETTER ARCHIVE HERE](#)



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/upload.

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