



CALIFORNIA  
FUELS &  
CONVENIENCE  
ALLIANCE

# Media Kit

For more information, please contact  
**Amber Palmer** at [palmer@cfca.energy](mailto:palmer@cfca.energy)

# Advertising Prices

## **\$700** | CFCA Fill Up/Friday Weekend Update

- Weekly eBlast
- Open rate: 20%
- Prime listing location: under the Legislative Update section
- **COST:** \$700/month
- **FILE SPECS:** 650px by 100px at 150dpi in .JPEG or .PNG format

## **\$1000** | CFCA Website

- Click-thru: 1000/month
- Prime locations: Education & Events pages
- **COST:** \$1000/6 months
- **FILE SPECS:** 650px by 100px at 150dpi in .JPEG or .PNG format

## **VARIES** | PFCS Event Guide

- Distributed to over 1300 attendees
- **COST:** Varies; please see Page 2.

## **VARIES** | Naylor Advertising

- Annual Report - once a year
- Membership Directory - once a year
- Insider - monthly eBlast
- **COST:** Please contact Michelle Hughes (mhughes@naylor.com) for more information.

# Advertising Opportunities

To secure your space, please submit this form and any artwork **no later than July 19, 2021**. An invoice will be emailed to you for payment upon receipt of this form. For more information, contact Amber Palmer at [palmer@cfca.energy](mailto:palmer@cfca.energy).

## PRICING

- Full Page / Full Color: \$1250
- 1/2 Page / Full Color: \$750
- 1/4 Page / Full Color: \$450

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## ARTWORK REQUIREMENTS

All digital artwork must be supplied at 300dpi in either high-res PDF, EPS, or JPEG format. All color artwork must be in CMYK mode; if RGB artwork is supplied, it will be converted to CMYK, which will result in a color shift. All linked images must be embedded in the file, and all text must be outlined.

## ARTWORK SUBMISSION

Please send all artwork to Amber Palmer or upload it online by visiting [www.petroshow.com/submit](http://www.petroshow.com/submit).

All artwork files must be received no later than July 19, 2021.

