

The Official Publication of the Indiana Propane Gas Association

WHO ARE WE?

Our association represents **decision-makers throughout Indiana** responsible for contracting, purchasing or recommending products and services in the state's propane marketing industry.

WHY IPGA?

- ◆ Our members spend **millions of dollars** annually on products and services relating to their businesses.
- ◆ Propane-industry professionals from **all across Indiana** read each issue of *Propane Express*.

ABOUT THE PUBLICATIONS



Propane Express and the annual **Membership Directory** are the official publications of the Indiana Propane Gas Association. These professionally designed publications are critical components of IPGA's communications program and feature relevant editorial for people directly involved in Indiana's propane marketing profession. When our readers are ready to contract services and products for their businesses, **make sure they think of you first.**

PUBLISHER

Innovative Publishing, a national publisher of association and corporate magazines for more than 25 years, is the official publisher of *Propane Express* and the *2018-2019 Membership Directory*.



www.innovativepublishing.com

Please contact

Innovative Publishing
844.423.7272 TOLL-FREE
888.780.2241 FAX
advertise@innovativepublishing.com

EDITORIAL CALENDAR

Ad Sales Close /Artwork Due	Delivered to Members
<i>Propane Express</i>	
11/6/18	January 2019
4/29/19	July 2019
11/6/19	January 2020
<i>2019-2020 Membership Directory</i>	
4/15/2019	July 2019

NET ADVERTISING RATES PER ISSUE PROPANE EXPRESS AND 2019-2020 MEMBERSHIP DIRECTORY

Size	1x	2x	3x
Premium Position*	N/A	\$620	\$565
Full Page	\$670	\$565	\$515
1/2 Page	\$400	\$340	\$310
1/3 Page	\$310	\$295	\$280**
1/4 Page	\$275	\$250	\$235
1/6 Page	\$230	\$215	\$200**

*Premium Position: inside front cover, page 3, inside back cover and back cover. All rates are for full-color advertisements.

**Size not available in directory.

Nonmembers add \$75 to the above rates.

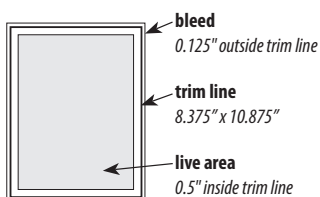
SPECIFICATIONS

PROPANE EXPRESS AND 2019-2020 MEMBERSHIP DIRECTORY

Page Size	Magazine 8.375" x 10.875" (trim)	Directory 5.75" x 8.5"
Back Cover*	8.375" x 8.3"	5.75" x 8.5"
Full Page*	8.375" x 10.875"	5.75" x 8.5"
1/2 Page Horizontal	7.875" x 4.937"	4.75" x 3.625"
1/2 Page Vertical	3.875" x 10"	2.375" x 7.5"
1/3 Page Vertical	2.5" x 10"	N/A
1/3 Page Block	5.187" x 4.937"	N/A
1/4 Page Block	3.875" x 4.937"	2.375" x 3.625"
1/6 Page Vertical	2.5" x 4.937"	N/A

* Full-page ads are intended to bleed off the page (see example)

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



DIGITAL FILE REQUIREMENTS

- All artwork should be submitted as an Adobe InDesign, Illustrator, Photoshop or PDF file.
- Please embed or include all fonts and graphics.
- Full page ads must include a .125 inch bleed around the entire page and important content should be at least .5 inches away from the trim.
- Graphics should visually appear high-resolution and have a minimum 300 DPI (dots per inch).

NOTE: We cannot increase the quality of the image if the original is blurry, grainy or too small — graphics pulled from websites are generally too small to use.

- All colors should be created as CMYK process colors.
- If you're ready to send us your ad, you can email it to us at graphics@innovativepublishing.com. Please upload files over 5 MB to our secure site.

AD DESIGN SERVICES

Our graphic designers can help you design your ad! Simply provide our team with all of the content for your ad and we will design it for you at **no charge**.

PAYMENT TERMS

- Make checks payable to Innovative Publishing.
- American Express, MasterCard or Visa accepted.

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing

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