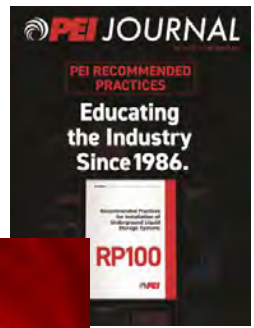


2024 Media Kit

PEI members include manufacturers, distributors and service and construction companies in the energy handling equipment industry. Service stations, convenience stores, terminals, EV manufacturers and installers, bulk plants, car washes, airports, marinas, fuel oil and similar fuel marketing operations use PEI members' products and services.

Your ad reaches two audiences: first, convenience store operations and engineering professionals responsible for thousands of retail fueling locations; second, equipment distributors and service companies that equip and maintain retail fueling stations in North America, Latin America and around the globe.



"United Rentals doesn't just rent construction equipment, and PEI members don't just install tanks. Instead, both have established themselves as industry leaders that focus on customers, communities, and employees to find solutions with a shared commitment to service and safety."
 - Tina Davis, United Rentals Trench Safety

PEI E-Newsletters

TulsaLetter - Deployed twice a month to 20,000 PEI members and opt-in subscribers.
Banner locations: Leaderboards 600x90 (\$750)

SafetyLetter - Deployed once a month to 7,000 PEI members and opt-in subscribers.
Banner locations: Leaderboards 600x90 (\$850)

"PEI Show Daily" - Deployed daily during the PEI Convention at the NACS Show to all PEI registrants.
Banner locations: Leaderboards 600x90 (\$900).



The PEI Journal has you covered

Columns

Learn the opinions of PEI's Chairman and PEI's President.

Fuels

Read about conventional fuels and their competitors, old and new.

Member Profile

Meet successful PEI members and find out how they make an impact.

Regulations/Legislation

Read summaries of the newest state and federal policies.

Business

Explore everything from finance and inventory to HR, long-term planning and protocol.

Features

Explore the research, analytics and experts behind the hottest topics.

Storage Equipment/Technology

Learn industry concerns and the best solutions, including prevention.

Safe Practices

Share these tips to keep all of your workers out of harm's way.

Industry News

Get the latest on mergers and acquisitions, new hires, promotions, training opportunities and more.

Demographics

Membership Type

Affiliate, **275**
 Distributor, **414**
 Manufacturer, **254**
 Service & Construction, **480**
 Operations & Engineering, **151**



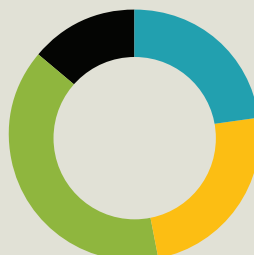
PEI Member Diversification

Car Wash, **18%**
 EV Charging, **38%**
 Fuel Polishing, **32%**
 Generators, **33%**
 Lighting, **41%**



Average Company Sales

<\$4.9 Million, **37%**
 \$5-14.9 Million, **22%**
 \$15-49.9 Million, **19%**
 >\$50 Million, **11%**



89% of PEI members said they read the PEI Journal

Source: 2023 PEI Membership Survey

"PEI's reputation as *THE* source for industry data, education, and information makes advertising in the PEI Journal an easy choice for Morrison Bros. Co. We are confident our promotional materials are seen and our credibility within the industry thrives. In addition to advertising, Morrison also greatly benefits from sponsoring PEI events as these are often opportunities to strengthen our relationships with distributors, end-users, and other PEI members. Morrison's investment in PEI—through advertisements and sponsorships—is our way of supporting the mission and vision of an outstanding organization."

- Kelly Mulligan, Morrison Bros. Co.

PEI JOURNAL

The *PEI Journal* is the official magazine of PEI. Each quarterly issue includes numerous articles on the industry's latest news and information.



Premium Position Rates

Platinum Premium Package: \$3,600 per issue

Rotation each issue between Page 1, Cover 2, Cover 3 and Cover 4

Available to four advertisers only. Must sign full calendar-year contract.

Package includes one (1) FREE business card ad per issue.

Additional Premium Positions	1x Rate	4x Rate
Page 2—Across from Table of Contents	\$3,600	\$3,200
Page 4—1/2-page vertical	\$2,300	\$2,000
Page 5—Full-page Q1, Q2, Q3, Q4	\$3,600	\$3,200
Pages 7 — 15 —Full-page Q1, Q2, Q3, Q4	\$3,400	\$2,900
Exhibitor Guide premium full page (Q4 only)	\$3,250	\$2,750
Pages 17 — 27—Full-page Q1, Q2, Q3, Q4	\$3,100	\$2,600

Display Rates

	1x Rate	4x Rate
2-page spread	\$5,100	\$4,200
Full-page (7.25" x 10")	\$2,700	\$2,200
1/2-page horizontal (7" x 4.875")	\$1,900	\$1,450
1/2-page vertical (3.375" x 10")	\$1,900	\$1,450
1/4-page (3.375" x 4.875")	\$1,300	\$975
Business card ad (2.25" x 3")	\$525	\$375
"Product/Technology Showcase"	\$775	n/a
(Both Q3 & Q4: 75 words + 1.3" photo)		
"Product/Technology Showcase"	\$525	n/a
(Q3 or Q4 only: 75 words + 1.3" photo)		

PEI EXHIBITORS ONLY (Q4 issue)

Exhibitor Guide logo & QR code	\$350
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Insert/Outsert Rates

Inserts/outserts are available. Please inquire about rates.

Ad Deadlines	Mail Month	Materials/ Payment Deadline
Quarter 1, 2024	January	10/20/23
Quarter 2, 2024	April	2/9/24
Quarter 3, 2024	July	5/10/24
Quarter 4, 2024	September	7/12/24

PEI DIRECTORY

The PEI Directory is the annual trade guide of suppliers and services in the energy marketing equipment industry. It is easy to use with complete member listings by location and alphabetical order.



Premium Position Rates

	1x Rate	4x Rate
Outside back cover	\$4,850	\$4,275
Inside front cover	\$4,550	\$4,000
Inside back cover	\$4,325	\$3,800
Page 1, Page 2	\$4,325	\$3,800
1st section lead (listing by location)	\$4,025	\$3,550
Page 5	\$4,025	\$3,550
Page 7	\$4,025	\$3,550
Page 9	\$3,825	\$3,375
Page 11	\$3,825	\$3,375
Opposite board of directors or past presidents	\$3,300	\$2,900
Opposite Priority Club or committees	\$3,300	\$2,900
Other section leads (black & white only)	\$2,075	\$1,825
<i>Black & white section leads include: opposite inside back cover, opposite alpha listings and opposite O&E listings.</i>		

Display Rates

	1x Rate	4x Rate
2-page spread	\$5,775	\$4,625
Full-page (7.25" x 10")	\$3,000	\$2,400
1/2-page horizontal (7" x 4.875")	\$2,075	\$1,675
1/2-page vertical (3.375" x 10")	\$2,075	\$1,675
1/4-page (3.375" x 4.875")	\$1,550	\$1,250
Business card ad (2.25" x 3")	\$625	\$500
Directory logo (2" x 2.25")	\$250	\$250

Insert/Outsert Rates

Inserts/outserts are available. Please inquire about rates.

Ad Deadlines	Mail Month	Materials/ Payment Deadline
2024 PEI Directory	March 2024	11/17/2023
2025 PEI Directory	March 2025	11/15/2024

Full-page bleed
8.5" x 11"
Trim: 8.25" x 11"
Image Area: 7.25" x 10"
(1/2 from trim and gutter minimum)

2-page spread bleed
16.75" x 11.25"
Trim: 16.5" x 11"
Image Area: 15.5" x 10"
(1/2 from trim and gutter minimum)

Half-page vertical
3.375" x 10"

Half-page horizontal
7" x 4.875"

Quarter-page vertical
3.375" x 4.875"

"Product/Technology Showcase"
75 words
1.3" square (photo)
(Q3 & Q4 issues only)

Business card
2.25" x 3"

Logo listings
PEI Directory: members only,
b&w, maximum 2.25" square
PEI Journal Exhibitor Guide:
Full color, maximum 2" square

**Interested in advertising
your business or sponsoring
a PEI event?**

Tom Leibrandt

918-236-3962 | tleibrandt@pei.org
pei.org

All rates are NET. All rates listed include 4-color process except directory logos or as indicated. Payment for all advertising is due in advance. Non-PEI members add \$600 to all ad rates for the PEI Journal. Non-PEI members may not advertise in the PEI Directory. Gold and Silver Priority Club members receive discounted rates.