

PEI™ MEDIA KIT 2026

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.



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.



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

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

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

Storage Equipment/Technology
Learn industry concerns and the best solutions, including prevention.

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

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

Regulations/Legislation
Read summaries of the newest state and federal policies.

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

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

PEI E-Newsletters

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

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

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

Conexion Deployed quarterly to 500 PEI members and opt-in subscribers.
Banner locations: Leaderboards 600x90



PEI DIRECTORY

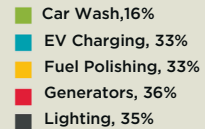
The PEI Directory is the annual trade guide of suppliers and services in the energy marketing equipment industry. It is easy to use with complete member listings by location and alphabetical order.

Demographics

Membership Type



PEI Member Diversification



Average Company Sales



93% of PEI members said they read the PEI Journal

Source: 2025 PEI Membership Survey

PEI
INDUSTRY
IMPACT
PROGRAM

Advertising and Networking
Sponsorships

MEDIA KIT
2026

Jason Langley
918-521-6108
jlangley@pei.org

Maximize Your Membership and Grow Your Industry Visibility with PEI

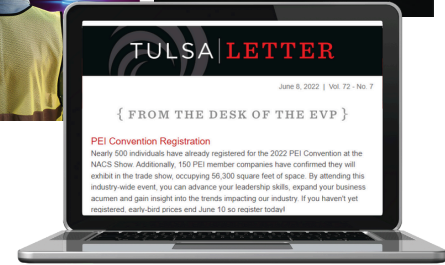
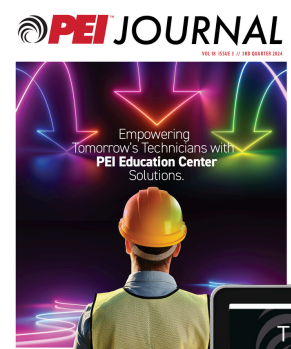
New for 2026 -

PEI IMPACT and PartnerPath Bundle options — designed to help you maximize visibility while staying budget-conscious. Whether you're planning ahead or scaling up, our new bundles offer flexible solutions that combine reach, impact, and value.

Why Industry Impact?

- **Industry Specific Audience:** Align your messaging with PEI's membership
- **Bundled Value:** Save more with curated packages that combine PEI's top engagement channels.
- **Flexible Options:** Choose from scalable offerings tailored to your goals—ideal for first-time participants and seasoned members alike.
- **Year-Round Visibility:** Extend your reach with networking events, integrated digital and print exposure.

Join the fastest-growing path to visibility, connection, and ROI within the PEI community.



PEI INDUSTRY IMPACT CURATED ADVERTISING BUNDLES
AVERAGE 20% SAVINGS WITH OMNICHANNEL BUNDLES

ULTIMATE IMPACT BUNDLE \$35,000

- (1) full page advertisement in PEI Directory
- (4) networking sponsorships at PEI conferences < \$5,000
- (2) full page journal ads in choice of Q1 - Q3 PEI Journals
- (8) Digital Banner Ads in choice of TulsaLetter or SafetyLetter
- (1) PEI Show at NACS convention sponsorship < \$7,500

ENHANCED IMPACT BUNDLE \$15,000

- (1) Business card placement in PEI Directory
- (2) Networking sponsorship at PEI conferences < \$3,000
- (2) 1/2 page journal ads in choice of Q1 - Q3 PEI Journals
- (4) TulsaLetter or SafetyLetter banner advertisements
- (1) PEI Show at NACS convention sponsorship < \$5,000

PartnerPath FLEXIBLE BUNDLES
Contact for Options

Whether you're aiming to boost brand awareness, drive conversions, or nurture long-term relationships, we'll craft a strategy that integrates the right mix of channels—social, digital, print, and more—into one seamless, results-driven campaign, all through the membership base and resources at PEI.

- Define your budget and goals
- Flexible billing options
- Personalized channel selection and messaging
- Scalable packages that grow with your business
- Measurable impact and transparent reporting



PEI
NETWORKING
SPONSORSHIPS



Conference-specific sponsorships at PEI offer members a powerful way to elevate brand visibility, engage directly with targeted audiences, and unlock exclusive benefits that extend well beyond the event itself.

- Logo placement on PEI websites, mobile apps, signage, and printed programs
- Social media promotion and mobile app push notifications
- Verbal acknowledgments during sessions and receptions
- Branded swag distribution and marketing collateral at sponsored locations
- Complimentary registrations (valued at \$850-\$1060), reducing overall cost
- Access to attendee lists (without emails) for post-event outreach
- Opportunities to welcome guests, introduce speakers, or host branded stations like coffee breaks or welcome lounges

Premier Sponsor

Primary Event Sponsorship

Signature Sponsor

Welcome Station Sponsorship
Evening Reception Sponsorship
Lunch and Dinner Sponsorships

Associate Sponsor

Keycard Sponsorship
Coffee Break
Single Meal Sponsorships

Supporting Sponsor

PEI Mobile App Rotating Banner Sponsorships
Wi-Fi Sponsorships
Table Topics Sponsorships
Charging Station Sponsorships

Digital Sponsor

PEI Mobile App Rotating Banner Sponsorships
Logo Included in Conference Presentation Logo Collage
Event communication banners (all email communications, (pre and post event)
Virtual Session Branding Sponsorships (Webinars)

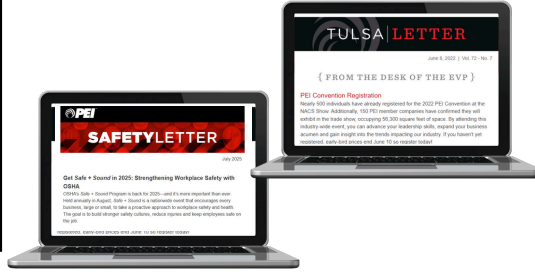
Pricing and availability vary by conference.

Contact
Jason Langley
at
918-521-6108 or
jlangley@pei.org
for specific event information

PEI CUSTOM SELECTIONS

A la carte options across PEI digital and print communications

PEI E-Newsletters



TulsaLetter - Deployed twice a month to 20,000 PEI members and opt-in subscribers.
Banner locations: Leaderboards 600x90 (\$850)

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).

Conexlon Deployed quarterly to 500 PEI members and opt-in subscribers.
Banner locations: Leaderboards 600x90 (\$500)

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	\$5,300	\$4,400
Full-page (7.25" x 10")	\$2,900	\$2,400
1/2-page horizontal (7" x 4.875")	\$2,050	\$1,600
1/2-page vertical (3.375" x 10")	\$2,050	\$1,600
1/4-page (3.375" x 4.875")	\$1,400	\$1,075
Business card ad (2.25" x 3")	\$ 600	\$ 450
"Product/Technology Showcase" (Both Q3 & Q4: 75 words + 1.3" photo)	\$ 1,000	n/a
"Product/Technology Showcase" (Q3 or Q4 only: 75 words + 1.3" photo)	\$ 700	n/a

PEI EXHIBITORS ONLY (Q4 Issue)

Exhibitor Guide logo & QR code	\$500
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Insert/Outsert Rates

Inserts/outserts are available. Please inquire about rates.

Ad Deadlines

Mail Month

Materials/ Payment Deadline

Quarter 1, 2026	January	10/20/25
Quarter 2, 2026	April	2/9/26
Quarter 3, 2026	July	5/18/26
Quarter 4, 2026	September	7/13/26

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

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

Display Rates

2-page spread	\$6,075
Full-page (7.25" x 10")	\$3,300
1/2-page horizontal (7" x 4.875")	\$2,275
1/2-page vertical (3.375" x 10")	\$2,275
1/4-page (3.375" x 4.875")	\$1,700
Business card ad (2.25" x 3")	\$725

Insert/Outsert Rates

Inserts/outserts are available. Please inquire about rates.

Ad Deadlines

Mail Month

Materials/ Payment Deadline

2026 PEI Directory	March 2026	11/17/2025
2027 PEI Directory	March 2027	11/16/2026

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?

Jason Langley
918-521-6108 | jlangley@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.