



2027 PRINT ADVERTISING RATE CARD

Package options designed to match your visibility goals across the PEI Industry Directory, Journals and Q4 Convention Issue

Best Value
Full Market Presence packages receive the Annual Directory, Journal and Convention Issue exposure and receive a total of 10% annual savings.

Prepaid Discount
Save an additional 5% when you prepay annually. placement is given to annual prepaid advertisers.

Priority Club discounts are added on the final price at invoice.

Save up to 10% and secure preferred placement by bundling your advertising into an annual package and prepaying.
Full Market Presence packages define the potential visibility combining Directory and Journal visibility into one year round marketing program.

Savings Opportunity	Savings	Includes	Visibility
Full Market Presence Packages	5% - 6% package savings	Includes the PEI Industry Directory with all four quarterly publications for year-round visibility.	
Quarterly Visibility Packages	7% - 10% package savings	Bundles Q1, Q2, Q3 Journals plus the Q4 Convention Issue for repeated exposure throughout the year.	
Annual Prepayment	Additional 3% savings	Added on top of the package discount and includes priority placement consideration.	
Priority Club Members	Discount applied at invoice	Priority Club discounts are added on the final price at the time of invoice.	

PUBLICATION SNAPSHOT

Publication	Audience & Value	Distribution	Ad Positioning
PEI Industry Directory	Year-round reference visibility for professionals actively sourcing top products, services and supplier partners.	20,000+	Standard: inner page 15 Premium: before page 15 Signature: pages 2, 4, 5 and 7
PEI Industry Journals (Q1-Q3)	Quarterly exposure to decision-makers who influence equipment purchases and capital projects.	14,000+	Standard: after page 27 Premium: before page 27
Q4 PEI Convention Issue	Event focused visibility tied to the year's largest PEI audience at the PEI Show in NACS.	18,000+	Standard: after page 27 Premium: before page 27

**All publications include digital distribution through PEI portal channels and the PEI website, plus an active click-through URL to a landing page of your choice.*

LIMITED PLATINUM PLACEMENT OPTIONS-4 MEMBER COMPANIES

Package	What's Included	Savings	List Cost	Installment Pay	Prepaid
Platinum Premium Package-PEI Industry Journal	Rotating premium placements: Page 1, Cover 1, Cover 2 & Cover 4	Exclusive	\$15,120	N/A	N/A
Platinum Premium Placement Options -PEI Annual Directory	Outside Back Cover, Inside Front Cover, Inside Back Cover, First Section Lead	Exclusive	\$4,600	N/A	N/A

2-PAGE SPREAD ADVERTISING PACKAGES

Package	What's Included	Savings	List Cost	Installment Pay	Prepaid
Quarterly Visibility-Premium	Q1, Q2, Q3 Journals+ Q4 Convention Issue Premium positions, pages 7-27	5%-8%	\$21,675	\$20,591	\$19,974
Quarterly Visibility -Standard	Q1, Q2, Q3 Journals+ Q4 Convention Issue Standard placement after page 27	5%-8%	\$20,865	\$19,862	\$19,227
Full Market Presence -Premium	Annual Directory+ all 4 Quarterly Journal premium position ads Pages 7-27	7%-10%	\$27,905	\$25,951	\$25,173
Full Market Presence -Standard	Annual Directory+ all 4 Quarterly Journal 2-page spreads After page 27	7%-10%	\$27,305	\$25,393	\$24,061

FULL-PAGE ADVERTISING PACKAGES

Package	What's Included	Savings	List Cost	Installment Pay	Prepaid
Quarterly Visibility-Signature	Q1, Q2, Q3 Journals+ Q4 Convention Issue Signature positions, pages 2, 5 and 7-15	5%-8%	\$14,475	\$13,751	\$13,339
Quarterly Visibility-Premium	Q1, Q2, Q3 Journals+ Q4 Convention Issue Premium positions, pages 16-27	5%-8%	\$12,960	\$12,312	\$11,943
Quarterly Visibility-Standard	Q1, Q2, Q3 Journals+ Q4 Convention Issue Standard full-page placement after page 27	5%-8%	\$11,745	\$11,158	\$10,823
Full Market Presence -Signature	Annual Directory+ all 4 Quarterly Journal full-page signature ads Pages 2, 5 and 7-15	7%-10%	\$18,742	\$17,430	\$16,907
Full Market Presence -Premium	Annual Directory+ all 4 Quarterly Journal full-page premium ads Pages 16-27	7%-10%	\$17,227	\$16,021	\$15,540
Full Market Presence -Standard	Annual Directory+ all 4 Quarterly Journal full-page ads After page 27	7%-10%	\$15,243	\$14,176	\$13,751

HALF-PAGE ADVERTISING PACKAGES

Package	What's Included	Savings	List Cost	Installment Pay	Prepaid
Quarterly Visibility Premium	Q1, Q2, Q3 Journals+ Q4 Convention Issue Premium positions, pages 7-27	5%-8%	\$8,618	\$8,187	\$7,941
Quarterly Visibility-Standard	Q1, Q2, Q3 Journals+ Q4 Convention Issue Standard half-page placement after page 27	5%-8%	\$8,562	\$8,133	\$7,899
Full Market Presence -Premium	Annual Directory+ all 4 Quarterly Journal premium position ads Pages 7-27	7%-10%	\$11,136	\$10,586	\$10,045
Full Market Presence -Standard	Annual Directory+ all 4 Quarterly Journal half page ads After page 27	7%-10%	\$10,714	\$10,164	\$9,668

QUARTER-PAGE ADVERTISING PACKAGES

Package	What's included	Savings	List Cost	Installment	Prepaid
Quarterly Visibility-Premium	Q1, Q2, Q3 Journals+ Q4 Convention Issue Premium positions, pages 7-27	5%-8%	\$6,885	\$5,541	\$6,345
Quarterly Visibility-Standard	Q1, Q2, Q3 Journals+ Q4 Convention Issue Standard quarter-page placement after page 27	7%-8%	\$5,670	\$5,387	\$5,225
Full Market Presence -Premium	Annual Directory+ all 4 Quarterly Journal premium position ads Pages 7-27	7%-10%	\$8,793	\$8,177	\$7,932
Full Market Presence -Standard	Annual Directory+ all 4 Quarterly Journal quarter page ads After page 27	7%-10%	\$7,472	\$6,949	\$6,740



Full-page bleed

8.5"w x 11"s. 5" x 1 Trim Bleed: 7.25" x 10" (1/2" from trim and guide minimum)



2-page spread bleed

16.5" x 11.25" Trim: 16.5" x 11" Image Area: 15.5" x 10" (1/2" (1/2" mm and guide 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

7" wide x 11.25" square (photos) (Q8 & Q4 issues only)

PEI 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)

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



PEI offers digital advertising options including the TulsaLetter and Webinar Sponsorships. Contact Jason Langley at 918.521.6188 or jlangle@pei.org to learn more.

SINGLE ADVERTISEMENT OPTIONS

Use single ad purchases when you need one-time visibility in a specific PEI publication or issue.
For tailored annual exposure, comprehensive rates with Quarterly Visibility and Full Market Presence packages.

Standard Display Rates (Full-Page after page 27 - all other sizes after page 7)

Publication	Full Page	Half Page	Quarter Page	Business Card
Annual Directory	\$3,498	\$2,413	\$1,802	\$769
Quarterly Journals (Q1-Q3)	\$2,900	\$2,050	\$1,400	\$600
Q4 PEI Convention Issue	\$3,045	\$2,133	\$1,470	\$735

Premium Position Rates (Full-Page Only, Pages 2 - 27)

Publication	Page 2	Page 4	Posite 5 & 7	Pages 9, 11 & 16-27
Annual Directory	\$4,267	\$4,267	\$4,267	\$4,267
Quarterly Journals (Q1-Q3)	\$3,600	\$3,600	\$3,600	\$3,600
Q4 PEI Convention Issue	\$3,675	\$3,675	\$3,675	\$3,475

Q4 Convention Issue

Quarterly Journal rates apply to Q1-Q3 only. The Q4 PEI Convention Issue is priced separately due to increased demand, event distribution and limited availability.

Placement Priority

Q4 placement priority is given first to annual/prepaid advertisers, followed by annual package active advertisers, then single-issue advertisers based on availability.

- Full Market Presence packages offer up to 15% annual savings and ensure your-round visibility across all PEI publications.
- Quarterly Visibility packages offer up to 20% savings for advertisers focused on repeated journal exposure throughout the year.
- Prepaid advertisers save an additional 3% and receive priority placement consideration.
- Custom combinations are available open request.

AD SUBMISSION AND PAYMENT DEADLINES

Q1 PEI JOURNAL..... 10/26/26
Q2 PEI JOURNAL..... 2/12/27
Q3 PEI JOURNAL..... 5/21/27
Q4 PEI JOURNAL..... 7/16/27

2027 PEI DIRECTORY... 12/6/26



To secure advertising, obtain current placement availability or build custom package options, contact Jason Langley, Director of Business Development at 918.521.6108 or jlangley@pei.org