PEI™

THE LEADING AUTHORITY FOR FULL AND FLUID HANDLING EQUIPMENT

2027 Media Kit



"Advertising with PEI" provides clarity with focused access to the decision makers of our industry. In particular, ads in PEI publications reinforce our message between personal 'vists with customers. And they have provided entry to new members that may all outside of our normal reach."

Brad Baker, Executive Vice President Husky Corporation

JASON LANGLEY
DIRECTOR OF BUSINESS DEVELOPMENT
PHONE: 918-521-6108
EMAIL: JLANGLEY@PEI.ORG

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.

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.

Readership Demographics & Facts

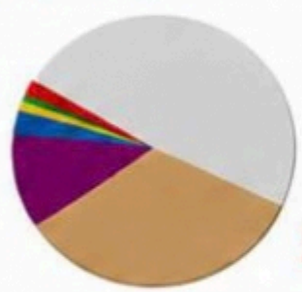
All PEI members receive the ***PEI Journal*** and the ***PEI Directory*** as part of their membership. PEI's membership is made up of manufacturers, distributors, and service and construction companies of fuel and fluid handling equipment used in service stations, terminals, bulk plants, fuel oil, and similar fuel marketing operations.

Through the ***PEI Journal*** and the ***PEI Directory***, you and his enormous reach. Our readership includes two key audiences. First, convenience store operators and engineering professionals that collecvively are responsible for thousands of retail fueling locations. Second, equipment distributors and service companies that equip and maintain the vast majority of retail fueling stations in the United States and Canada, as well as many international facilities around the globe.

PEI Journal Print Edition 12,000–14,000 Readers

Average Company Sales

> $40 million	2%
$21 – $40 million	1%
$16 – $20 million	1%
$11 – $15 million	3%
$ 6 – $10 million	11%
$ 1 – $ 5 million	34%
<$ 1 million	48%





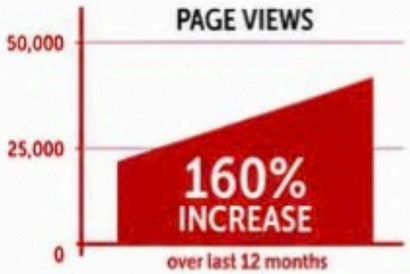
86% The Americas

14% International

Online Readership

The ***PEI Journal*** and the ***PEI Directory*** also provide a complete interective digital editions online. Online readership has seen dramatic growth with seen dramaticéncreasth of more than 36 000 uniques visitors and 40l.000 page views per issue.





A Highly Valued Resource

The ***PEI Journal*** is one of the highest rated of all PEI products and services—and it gets even better and better. In the PEI ..... Membership Survey, 95% of all PEI members turn to the ***PEI Journal*** for useful information.

"Advertising in the PEI Journal allows SloanLED the opportunity to connect with the petroleum industry in a direct and meaningful way. We knew the Journal is the go-to source of information for the movers and shakers of the C-Store and retail fueling world."
— Angela Berard, Marketing Communications Manager, SloanLED

The *PEI Journal* has you covered

Columns
Learn the opinions of PEI's president, executive vice president and editor in chief.

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

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

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

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

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.

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

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

Innovative Ideas
Browse the industry's most talked-about products.

PEI JOURNAL

THE LEADING AUTHORITY FOR FUEL AND FLUID HANDLING EQUIPMENT WWW.PEIPBJOURNAL

Have a topic idea? The *PEI Journal* is the authoritative source for the fuel and fluid handling industry's latest news and information. Each quarterly issue of the *PEI Journal*, written for PEI members, delivers priceless **benefits** to some 17,000 industry executives, managers and other qualified subscribers in more than 80 countries, including:

- **A broad view of the fuel and fluid handling equipment industry**
- **In-depth analysis of key business issues**
- **Interviews with industry leaders, technical experts**
- **Targeted advertising for the industry's top decision-makers**

EDITORIAL SUBMISSIONS

The *PEI Journal* welcomes bylined editorial material, story ideas, news briefs and other items.*

Email editorial queries to:

Megan Ferguson
mferguson@pei.org



*Use of editorial material is at the editor's discretion. The PEI Journal reserves the right to accept, refuse and edit all submitted materials, which become the property of the PEI Journal.



File Submission Guidelines

For Ads

PREFERRED SOFTWARE PDF or PDF/X-1-a using the "Press Optimized" job options in Acrobat Distiller® 4.0. We can also accept PDF files created using Acrobat Distiller.
Use of Acrobat Distiller is required to ensure that all fonts are properly embedded and images remain CMYK (and even grayscale) without conversion to RGB.

COLOR All 4-color ads should be designed using CMYK process. Spot colors should designed as CMYK match colors, not color simulations.

FILE QUALITY All files should be saved at dpi or higher and at 100%. Images saved from the web are insufficient for print usage and cannot be accepted. Time extensions due to inappropriate file submissions will not be granted, and PEI reserves the right to exclude any advertising that is not suitable for printing.

PRODUCT SHOWCASE
Photo 300 dpi color jpg, 1.5" square. Text, 75 words.

For Logos

PREFERRED SOFTWARE Please do not embed logos in Word documents, as that automatically compresses files and reduces quality.
DIRECTORY LOGO 300 dpi eps file; maximum 2.25" square
EXHIBITOR GUIDE LOGO 300 dpi color jpg, maximum 2" square

File Delivery

Please submit all artwork to Jason Langley at jlangley@pei.org.

Ad Deadlines

PEI Journal	Space/Materials	Mail/Month
Quarter 1, 2027	10/26/26	January
Quarter 2, 2027	2/12/27	April
Quarter 3, 2027	5/21/27	July
Quarter 4, 2027	7/16/27	October
PEI Directory		
2027 Directory	12/6/26	March 2027
2028 Directory	12/5/27	March 2028

Terms & Conditions:

1. Only reservations on an official PEI Insertion Order Form on or prior to the issue reservation deadline will be recognized. All advertisements accepted are subject to PEI's approval of the copy and to the space being available.
2. Neither advertisers nor agencies may cancel orders after the reservation deadline, or make changes in advertising after the materials closing deadline of any PEI publication.
3. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers, misspellings, blurriness or any other flaw or mistake) or for changes made after closing date.
4. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements may not simulate the PEI publication's editorial material in appearance or style and must be immediately identifiable as advertisements. Publisher shall not be liable for any cost or damages if, for any reason, it fails to publish an advertisement.
5. All advertisements are accepted and published in the PEI publication upon the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof and that such publication (or availability) will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) arising out of the publication of such advertisements in the PEI publication, including, without limitation, those arising from claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of rights of privacy or publicity, or from any and all similar claims now known or hereafter devised or created.
6. It is understood that the advertiser and agency are jointly and severally liable for payment of all advertising in each issue of the PEI publication in advance by the issue payment deadline. Payment may be made by check or credit card (Mastercard, Visa, American Express) or wire transfer (wire payments must include a $25 transfer fee).
7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions that conflict with vary, or add to these terms and conditions or the provisions of the PEI publication's rate card will be binding on the Publisher. Publisher has the right to insert the advertising anywhere in the PEI publication at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the PEI publication (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed.
8. The Publisher shall not be subject to any liability whatsoever for delays in delivery or any failure to publish or circulate all or any part of any issue or issues of the PEI publication because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.
9. All advertising rates listed in the PEI Media Kit and on the PEI ratecard are NET rates, and agency discounts, or any other such discounts, do not apply.
10. All frequency and volume discounts must be used within a 12-month period, beginning with the first insertion issue. In the event that the Advertiser or agency cancels or does not complete the contracted number of insertions within a 12-month period, the Advertiser and Agency will be subject to and liable to pay a "Short Rate" for all ads previously run within the 12-month period prior to the cancellation. A "Short Rate" is defined as the additional amount which, when combined with Advertiser's previous payments, would equal the amount due for the number of ads the Advertiser did complete during the 12-month period.
11. Terms and Conditions are subject to change by the Publisher without notice.

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www.pei.org • www.pei.org/journal • www.pei.org/directory

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.

PEI PRIORITY CLUB
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 ppogram.

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 ad capital am 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 18" (1/2" from trim and guide minimum)



2-page spread bleed
16.5" x 11.25" Trim:16.5" x 11" Image Aree: 15.5" x"0" (110" (1/2" (1/2"mmm and guide minimum)



Half-page vertical
3.375" x10"



Half-page horizontal
7" x 4.875"



Quarter-pape vertical
3.375" x 4.875"



Product/Technology Showcase
7"wide x 11.25" square (photos) (Q8 & Q4 issues only)

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

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)

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 oniy. 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.



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