

Fuels Fix

MEDIA KIT

The Fuels Fix ezine is a quarterly, online publication made possible by the Department of Energy's Clean Cities programs across the country and their hardworking partners.

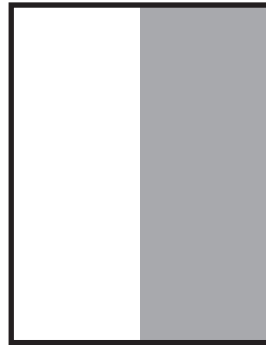
EZINE ADVERTISEMENT SIZES



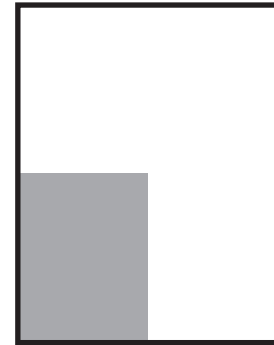
Full Page Ad
8.5"x11"



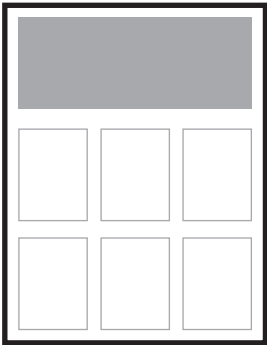
1/2 Page Ad
8.5"x5.5"



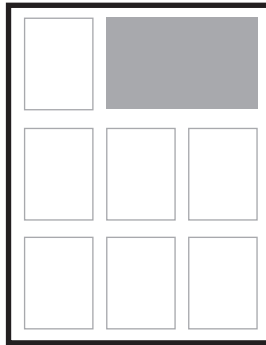
1/2 Page Ad
5.5"x11"



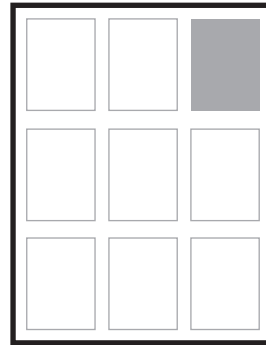
1/4 Page Ad
4.25"x5.5"



3/9 Page Ad
7.5"x3"



2/9 Page Ad
4.875"x3"



1/9 Page Ad
2.25"x3"

Ad Preparation Specs

1. All files should be provided in high-resolution, PDF format.
2. Ads may be full color with full bleed.
3. With the exception of 1/9, 2/9, and 3/9 page ads, leave a .25" margin between the ad's edge and any text or graphics. Color or background images may extend to the edge.
4. All ads should be submitted by the dates listed on the creative deadline schedule.
5. Provide necessary URLs for links listed within ad.

2018 EZINE ADVERTISEMENT PRICING

Ad Size	Per Edition	Per Year (4 Editions)	Discount for Year
Full Page	\$750	\$2,500	17%
1/2 Page Horizontal	\$450	\$1,500	17%
1/2 Page Vertical	\$450	\$1,500	17%
1/4 Page Ad	\$200	\$665	17%
3/9 Page Ad	\$130	\$445	15%
2/9 Page Ad	\$90	\$305	15%
1/9 Page Ad	\$50	\$175	15%

WEBSITE ADVERTISEMENT SIZES*

Leaderboard Ad
728px x 91px

*Ads shown are not to scale.

Ad Preparation Specs

1. Provide web-optimized files: JPG, PNG, or GIF.
2. Ads may be full color.
4. All ads should be submitted by the dates listed on production schedule.
5. Provide necessary URL for linking ad.
6. No animated GIFs, please.

Rectangle Ad
300px x 250px

2018 WEBSITE ADVERTISEMENT PRICING

Ad Size	Per Edition	Per Year (4 Editions)	Discount for Year
Leaderboard	\$850	\$2,800 \$2,500	18% 25%
Rectangle	\$550	\$1,800 \$1,650	18% 25%

FUELS FIX AUDIENCE

City, State, and Federal Government
Clean Cities Coalitions and stakeholders
Private and Public Fleets
Fuel Suppliers
Higher Education
Industry Representatives
Utilities

2018 PRODUCTION SCHEDULE

Edition	Creative Deadline	Publish Date
Winter	December 29, 2017	January 9, 2018
Spring	March 23, 2018	April 10
Summer	June 29	July 10
Fall	September 28	October 9

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