



Advertising Rate Sheet

Advertising with IFFA offers a cost effective opportunity to promote your organization as a leader in front of Indiana petroleum marketers and convenience store operators. Advertising on the website offers the opportunity to reach member and non-member visitors on www.infoodandfuel.org. Visitors on the website will learn about the association, upcoming events, and discover ways on how to get involved or become a member. IFFA publishes a daily newsletter sent to approximately 300 members daily, informing members of upcoming IFFA events, regulatory and legislative issues, and valuable industry news.

IFFA Daily Business Bytes Newsletter Premium Top Ad / Bottom Ads

Specifications: High resolution image file
 Provide 40-50 character overview for ad
 Provide url link

Premium Top Ad	Monthly \$300	10x month
Bottom Ad	Weekly \$100	5x week
(Two Locations Available)		

Website Banner Ads

Leaderboard Banner Ad

Horizontal banner ads are located at the bottom of the home page on the IFFA website.

Specifications:

970 x 90 px
 Artwork should be submitted as a jpg, png or gif file
 Embed and include all fonts and graphics
 Graphics should appear high-resolution and not exceed 500kb

Quarterly	\$ 750 PC Rate \$ 500
Bi-Annually	\$1,500 PC Rate \$1,000
Annually	\$2,000 PC Rate \$1,500

Sidebar Banner Ad

Square ads are located on the sidebar of sub-pages on the IFFA website.

Specifications:

300 x 250 px
 Artwork should be submitted as a jpg, png or gif file
 Embed and include all fonts and graphics
 Graphics should appear high-resolution and not exceed 500kb

Quarterly	\$ 500 PC Rate \$ 250
Bi-Annually	\$1,000 PC Rate \$ 750
Annually	\$1,500 PC Rate \$1,000

NOTE: PC rate for ALL President Council Members