



CALIFORNIA  
FUELS &  
CONVENIENCE  
ALLIANCE

# Media Kit

For more information, please contact  
**Amber Palmer** at [palmer@cfca.energy](mailto:palmer@cfca.energy)

# Advertising Prices

## **\$700** | CFCFA Fill Up/Friday Weekend Update

- Weekly eBlast
- Open rate: 20%
- Prime listing location: under the Legislative Update section
- **COST:** \$700/month
- **FILE SPECS:** 650px by 100px at 150dpi in .JPEG or .PNG format

## **\$1000** | CFCFA Website

- Click-thru: 1000/month
- Prime locations: Education & Events pages
- **COST:** \$1000/6 months
- **FILE SPECS:** 650px by 100px at 150dpi in .JPEG or .PNG format

## **VARIES** | PFCS Event Guide

- Distributed to over 1300 attendees
- **COST:** Varies; please see Page 2.

## **VARIES** | Naylor Advertising

- Annual Report - once a year
- Membership Directory - once a year
- Insider - monthly eBlast
- **COST:** Please contact Michelle Hughes (mhughes@naylor.com) for more information.

# Advertising Opportunities

To secure your space, please submit this form and any artwork no later than August 5, 2022. An invoice will be emailed to you for payment upon receipt of this form. For more information, contact Amber Palmer at [palmer@cfca.energy](mailto:palmer@cfca.energy).

## PRICING

- Full Page / Full Color: \$1250
- 1/2 Page / Full Color: \$750
- 1/4 Page / Full Color: \$450

## ADVERTISER INFORMATION

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State / Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## ARTWORK REQUIREMENTS

All digital artwork must be supplied at 300dpi in either high-res PDF, EPS, or JPEG format. All color artwork must be in CMYK mode; if RGB artwork is supplied, it will be converted to CMYK, which will result in a color shift. All linked images must be embedded in the file, and all text must be outlined.

## ARTWORK SUBMISSION

Please send all artwork to Amber Palmer via email at [palmer@cfca.energy](mailto:palmer@cfca.energy).

All artwork files must be received no later than **August 5, 2022**.

