



Media Kit

For general information, please contact
Amber Rogalski at amber@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

VARIABLES | PFCS Event Guide

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

VARIABLES | Naylor Advertising

- Annual Report - once a year
- Membership Directory - once a year
- Insider - monthly eBlast
- **COST:** Please contact Krys Whildin (krys.whildin@naylor.com) for more information.

Advertising Opportunities



To secure your space, please submit this form and any artwork no later than **August 4, 2023**. An invoice will be emailed to you for payment upon receipt of this form. For more information, contact Amber Rogalski at amber@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: _____

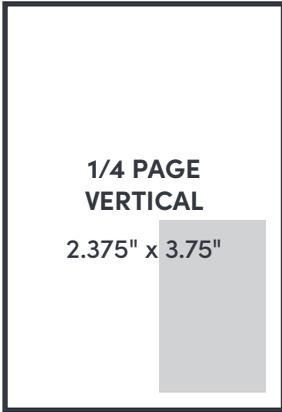
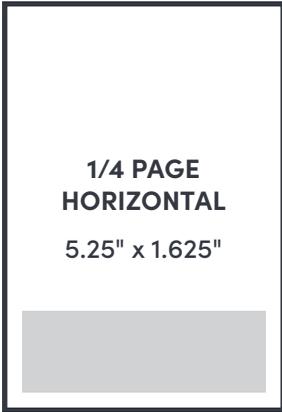
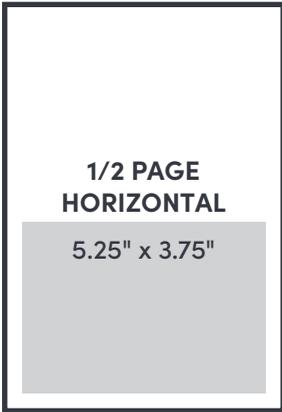
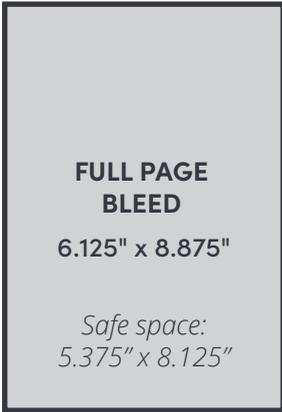
ARTWORK REQUIREMENTS

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 amber@cfca.energy.

All artwork files must be received no later than **August 4, 2023**.



Audience Extension/Retargeting

Continue to Build Your Brand

beyond the California Fuels & Convenience Alliance's website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to www.cfca.energy site visitors as they frequent other sites across the web.

All Packages Include:

- Standard Month End Results
- End of Campaign Performance Metrics
- Customized Campaign Reporting
- Campaign Optimization
- Creative Optimization
- Strategic Insights/Recommendations

How Retargeting Works



Package Pricing

Go Package	Pro Package	Pro+ Package
<ul style="list-style-type: none">• 50,000 impressions• 12 months	<ul style="list-style-type: none">• 75,000 impressions• 12 months	<ul style="list-style-type: none">• 100,000 impressions• 12 months
\$1,625.00	\$2,250.00	\$2,750.00

Dimension (W x H): 160 x 600; 300 x 250; 320 x 50; 728 x 90

Units: Pixels

Accepted File Types: All Adobe products with supporting files (links and fonts included/embedded)

For more information, please contact: Naylor Advertising
Krys Whildin
krys.whildin@naylor.com
352-333-3406