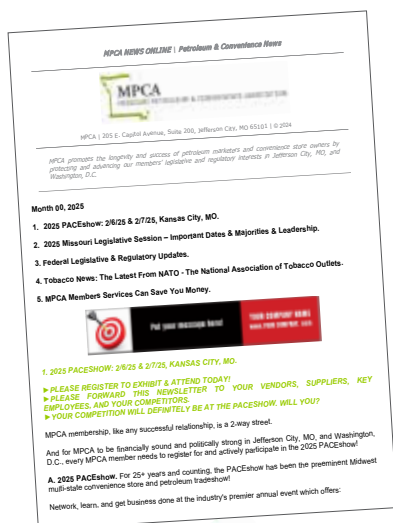




ADVERTISING RATES

MPCA offers a limited number of Banner Ads in the Missouri Petroleum & Convenience News, MPCA's official electronic newsletter.

WHY YOU SHOULD ADVERTISE WITH MPCA

TRUSTED & TARGETED

The MPCA Newsletter is recognized and targeted industry information with an established viewership and trusted content.

3.2 MILLION

MPCA members influence the allocation and spending of millions annually, while nearly 3.2 million c-store transactions are made each day in Missouri.

AD SPECIFICATIONS

- Ad size = 560px X 100 px, JPG, minimum of 300 DPI
- If you are ready to send your ad, please email it to us at: info@mpca.org.

AD DESIGN

MPCA can help design your ad! Simply provide us with your logo and other content and we will design the ad at no charge.

PAYMENT TERMS

- Make check payable to MPCA.
- American Express, Discover, MasterCard & Visa accepted.

ADVERTISING RATES & LOCATIONS

AD TYPE	LOCATION	FREQUENCY	RATE
DIGITAL AD with website link	NEWSLETTER	ANNUAL, 52 WKS*	\$ 5,000
DIGITAL AD PLACEMENT	SPECIFIC LOCATION IN NEWSLETTER	ANNUAL, 52 WKS*	\$ 500

* All ads based on annual rate invoiced in December, payment on receipt/net 30 days.

* Placement options based upon availability at time payment is received, with Option 1 starting directly under the Newsletter headlines, then subsequently above the next numbered newsletter item.

Maximum of 6 ads may apply.

MPCA membership required to advertise.

MISSOURI PETROLEUM & CONVENIENCE ASSOCIATION

205 EAST CAPITOL AVENUE, SUITE 200 • JEFFERSON CITY MO 65101 • 573.635.7117

Questions? Email us at info@mpca.org