



SUPPLY, MARKETING, DISTRIBUTION, TRANSPORTATION & LOGISTICS

### *Fuel Marketer News Stats*

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**Online Web Magazine:** 8,000+ unique visitors monthly – 40,500+ monthly page view/impressions

**E-newsletter:** 7,000 + subscribers weekly with @ 32% open rate = @2,240 weekly impressions

**Vendor Marketplace:** 7,400 impressions monthly

**Quarterly Print Magazine:** 4,000 copies distributed for each issue – includes a combination of industry shows (3,000) and mail distribution (1,000)

**Plus Digital Edition Distribution:** 2,131 digital readers of the Quarterly – a bonus 9,261 Monthly ad impressions

### *2016 Package Opportunities*

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1. *Print Only Package Opportunities – special offers – 10% discount off of rate card*

- A. Four full page ads – full page ad in each of our quarterly issues in 2016.
  - Package cost: \$8,280 – rate card is normally: \$9,200
  
- B. Two full page ads and two 1/2 page ads – one ad in each of our quarterly issues in 2016.
  - Package cost: \$7,740 – rate card is normally: \$8,600
  
- C. Four 1/2 page ads – half page ad in each of our quarterly issues in 2016.
  - Package cost: \$7,200 – rate card is normally: \$8,000

## 2. *Online Only Package Opportunities:*

- A. Big Box banner on one landing page for a full 12 months in 2016 – includes two FREE bonus months in a premium position (Home page or eNewsletter – whichever available).
  - Package cost: \$8,260 – value of this package is: \$23,600 (65% discount)
  
- B. Big Box banner on one landing page for 9 months in 2016 – includes two FREE bonus months in a premium position (Home page or eNewsletter – whichever available).
  - Package cost: \$7,640 – value of this package is: \$19,100 (60% discount)
  
- C. Big Box banner on one landing page for 6 months in 2016 – includes one FREE bonus month in a premium position (Home page or eNewsletter – whichever available).
  - Package cost: \$5,310 – value of this package is: \$11,800 (55% discount)
  
- D. Big Box banner on one landing page for 3 months in 2016 – includes one FREE bonus months in a premium position (Home page or eNewsletter – whichever available).
  - Package cost: \$3,650 – value of this package is: \$7,300 (50% discount)

## 3. *Combination Print and Online Package Opportunities:*

### 1. *\$3,000 package deal – includes:*

- Banner ad on one landing page for three months – small or big box
- Banner ad on the home page for one month – small box
- ¼ page ad in one print magazine in 2016 – your choice
- Enhanced Listing in Marketplace for six months
- Value of the \$3,000 package is: \$10,400

*For more information please contact Greg Mosho at 732-610-5735 or [gmosho@fmnweb.com](mailto:gmosho@fmnweb.com).*

2. *\$4,000 package deal – includes:*

- Banner ad on one landing page for three months – small or big box
- Banner ad on either the home page or e-newsletter for one month – small box
- Full page ad in one print magazine in 2016 – your choice
- Enhanced Listing in Marketplace for six months
- Value of the \$4,000 package is: \$13,600

3. *\$5,000 package deal – includes:*

- Banner ad on one landing page for four months – small or big box
- Banner ad on either the home page or e-newsletter for any 2 months - small box
- ½ page ad in two print magazines in 2016 – your choice
- Enhanced Listing in Marketplace for six months
- Value of the \$5,000 package is: \$19,700

4. *\$6,000 package deal – includes:*

- Banner ad on one landing page for five months – small or big box
- Banner ad on either the home page or e-newsletter for any two months - big box
- Full page ad in two print magazines in 2016 – your choice
- Enhanced Listing in Marketplace for six months
- Value of the \$6,000 package is: \$22,600

5. *\$7,000 package deal – includes:*

- Banner ad on one landing page for six months – small or big box
- Big Box banner ad on either the home page or e-newsletter for any three months
- 1/2 page ad in any three print magazines in 2016
- Enhanced Listing in Marketplace for six months
- Value of the \$7,000 package is: \$27,900

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6. *\$8,000 package deal – includes:*

- Banner ad on one landing page for six months – small or big box
- Big Box banner ad on either the home page or e-newsletter for any three months
- Full page ad in any three print magazines in 2016
- Enhanced Listing in Marketplace for six months
- Value of the \$8,000 package is: \$30,600

7. *\$9,000 package deal – includes:*

- Banner ad on one landing page for nine months – small or big box
- Big Box banner ad on either the home page or e-newsletter for any three months
- 1/2 page ad in all four print magazines in 2016
- Enhanced Listing in Marketplace for calendar year 2016 – full 12 months
- Value of the \$9,000 package is: \$37,100

8. *\$10,000 package deal – includes:*

- Banner ad on one landing page for nine months – small or big box
- Big Box banner ad on either the home page or e-newsletter for any three months
- Full page ad in all four print magazines in 2016
- Enhanced Listing in Marketplace for calendar year 2016 – full 12 months
- Value of the \$10,000 package is: \$40,600

9. *\$11,000 package deal – includes:*

- Banner ad on one landing page for calendar year 2016 – full 12 months – big box
- Big Box banner ad on either the home page or e-newsletter for any four months
- Full page ad in all four print magazines in 2016
- Enhanced Listing in Marketplace for calendar year 2016 – full 12 months
- Value of the \$11,000 package is: \$46,800