



2022

MEDIA KIT

EMPIRE STATE ENERGY ASSOCIATION
PRINT & DIGITAL ADVERTISING

About Us



ESEA MEMBERS STORE AND DISTRIBUTE FUELS GENERATING **MORE THAN \$4.5 BILLION ANNUALLY**

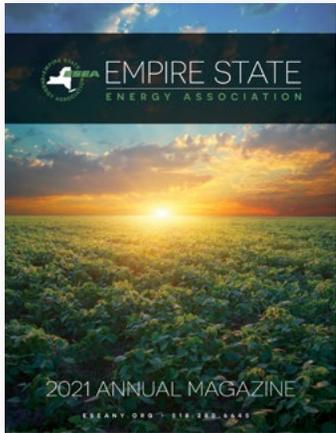
ESEA'S MEMBERS ARE RESPONSIBLE FOR **4 OUT OF 5 OILHEAT SALES AND 3 OUT OF 5 MOTOR FUELS SALES IN NEW YORK**

REACH KEY DECISION-MAKERS **ALL YEAR LONG**

Established in 1941, the Empire State Energy Association represents energy marketers, convenience store operators and suppliers throughout the state of New York who elevate the state's economy through the storage and distribution of gasoline, diesel, heating and industrial fuels. Together, these member businesses generate more than \$4.5 billion in annual revenue for the state. Nearly 50 percent of New York's households rely on heating oil services, and over 8.4 million registered automobiles and 1.3 million trucks and buses in the state run on gas and diesel fuel. The association supports the more than 32,000 individuals employed throughout the industry in wholesale and retail professions, and advocates on behalf of the state's retail fuel dealers and associated energy businesses, with a steadfast mission to provide education, training and legislative support to its members. When you advertise in the Membership or Annual Magazine, you'll reach an audience of more than 200 ESSA members who are professionals, leaders and decision makers within the petroleum industry across the state.



Annual Magazine



SPECIFICATIONS

COLOR SPACE: CMYK
 FREQUENCY: Annual
 BINDING: Saddle
 TRIM SIZE: 8.375" x 10.875"

The Annual Magazine is an indispensable tool for all industry professionals. Don't miss out on an entire year's advertising and the opportunity to stand out from your competitors by advertising!

PREMIUM SPACE

AD SIZE	RATE	WEB LINK	VERTICAL	HORIZONTAL
Double Page Spread	\$2,899	\$189	8.625" x 11.125"	N/A
Back Cover	\$2,699	\$189	8.625" x 11.125"	N/A
Inside Cover (Front or Back)	\$2,499	\$189	8.625" x 11.125"	N/A
Facing Page to Inside Cover	\$2,199	\$189	8.625" x 11.125"	N/A

FULL COLOR

AD SIZE	B&W	COLOR	WEB LINK	VERTICAL	HORIZONTAL
Full Page	\$1,299	\$2,099	\$189	8.625" x 11.125"	N/A
1/2 Page	\$799	\$1,399	\$189	3.625" x 10"	7.5" x 5"
1/3 Page	\$699	\$1,099	\$189	2.5" x 10"	7.5" x 3.125"
1/4 Page	\$499	\$849	\$189	3.625" x 5"	N/A

DIRECT MAIL INSERT

Postcard (2-sides)	N/A	\$2,149	N/A	4.25" x 6.25"	6.25" x 4.25"
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NEED HELP?

GRAPHIC DESIGN	RATE
<input type="checkbox"/> Ad Creation - Full Page	\$99
<input type="checkbox"/> Ad Creation - 1/2 Page or Lower	\$49
<input type="checkbox"/> Logo Creation	\$65/hour

FOR MORE INFORMATION

RYAN DOVENMUEHLER
 p. 518.320.8565 / tf. 800.572.0011
 ryand@emconsultinginc.com



CLICK HERE TO SIGN UP ONLINE!



Membership Directory

PREMIUM SPACE

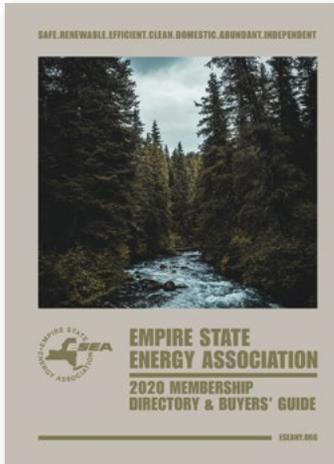
AD SIZE	RATE	WEB LINK	VERTICAL	HORIZONTAL
Double Page Spread	\$2,899	\$189	4.75" x 7.5"	N/A
Back Cover	\$2,699	\$189	4.75" x 7.5"	N/A
Inside Cover (Front or Back)	\$2,499	\$189	4.75" x 7.5"	N/A
Full Page Tab	\$2,249	\$189	4.75" x 7.5"	N/A
Half Page Tab	\$1,599	\$189	N/A	4.75" x 3.5"

FULL COLOR

AD SIZE	B&W	COLOR	WEB LINK	VERTICAL	HORIZONTAL
Full Page	\$1,299	\$2,099	\$189	4.75" x 7.5"	N/A
1/2 Page	\$799	\$1,399	\$189	N/A	4.75" x 3.5"
1/3 Page	\$699	\$1,099	\$189	N/A	4.75" x 2.125"
1/4 Page	\$499	\$849	\$189	2.3" x 3.5"	4.75" x 1.75"

NEED HELP?

GRAPHIC DESIGN	RATE
<input type="checkbox"/> Ad Creation - Full Page	\$99
<input type="checkbox"/> Ad Creation - 1/2 Page or Lower	\$49
<input type="checkbox"/> Logo Creation	\$65/hour



SPECIFICATIONS

COLOR SPACE: CMYK
 FREQUENCY: Annual
 BINDING: Spiral
 TRIM SIZE: 5.5" x 8.5"

The Membership Directory & Buyer's Guide is an indispensable tool for all industry professionals. Don't miss out on an entire year's advertising and the opportunity to stand out from your competitors by advertising or enhancing your company's listing!

STAND OUT! ENHANCE YOUR LISTING

With two different ways to enhance your company's listing, it's easy to make your company jump off the page. **Choose a logo listing** to make your company noticed and start communication with your target audience. **Place short company bio** on your listing to further the narrative.

E&M Consulting, Inc.
 Marc Lucia
 1107 Hazeltine Blvd., Suite #350
 Chaska, MN 55318
 P: (800) 572-0011
 F: (952) 448-9928
 advertising@emconsultinginc.com
 www.emconsultinginc.com

BOXED LISTING \$99

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LOGO LISTING \$149

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LOGO W/ BIO \$199

E&M Consulting, Inc. is a publishing, marketing and app development company producing print and online material for nonprofit associations nationwide. We pride ourselves on our award-winning publications and solid relationships. We've positioned ourselves on the cutting-edge of this industry to consistently exceed the expectations of our partners and clients.

FOR MORE INFORMATION

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Ad Submission Guidelines

SENDING YOUR COMPUTER FILES VIA MAIL OR EMAIL?

- Email your artwork files
- Adobe Illustrator, Photoshop or InDesign files or a high-res PDF are preferred
- “Stuffed” or compressed files are welcomed if necessary
- TIF, EPS, or JPEG formats for photos/images
- Mac & PC files are both accepted
- CDs or flash drives can be mailed in

REQUIREMENTS

High resolution files are preferred (300 DPI).

We accept the following formats:

.tif .pdf .jpg .png .eps

MAILING ADDRESS

E&M CONSULTING, INC.

1107 Hazeltine Boulevard, Suite #350

Chaska, MN 55318

fx. 952.448.9928

artwork@emconsultinginc.com

NEED ASSISTANCE?

Utilize our fully staffed graphic design team to get beautiful advertisements without breaking the bank. Maximize your exposure and minimize your expense, choose E&M.

What we need from you:

- Contact information
- High resolution copy of your logo
- Content you want included in the ad
- Photos or listing information you'd like included

IDEAS FOR ITEMS THAT ASSIST IN CREATING YOUR AD

- 2-3 business cards (no staples please)
- Original photos (printed images may create poor quality images)
- Camera ready art
- Clean logos, email preferred. If not, please send (business cards/letterhead/etc.)
- Colors you'd like in your ad or logo (Pantone #'s if available)
- Any ideas & sketches for layout, etc.
- Computer files containing artwork, logos, etc.
- Development plats
- Link to company website
- Past ads

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