

erpecnews

ADVERTISING

RATE

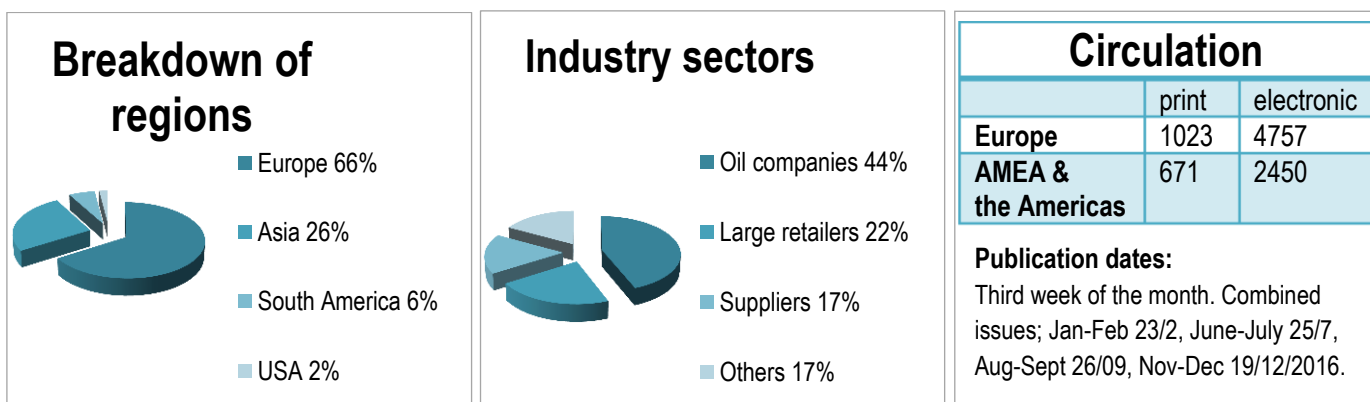
CARD

2016

OVERVIEW

With its 24-page news format, **erpecnews** offers the international retail fuel market a unique form of printed media guaranteed to reach the key targets of industry advertisers. McLean Events, Conferences & Media, publisher of **erpecnews** and the organiser of erpec, operates one of the most prestigious, up to date databases in the market place, compiled from organising events and producing industry publications for the last 19 years.

erpecnews is published in two editions: a European and an AMEA / South American version. Both editions are available in printed and pdf formats and sent to the industry's leading oil companies, major retailers, PMCs, distributors, installers, equipment manufacturers and service / maintenance companies. From March 2016 **erpecnews** will be hosting its own news website, bringing together the world's trade media in one portal. **erpecnews** advertisers will now have the opportunity to promote themselves across both printed and online media, for an all-inclusive bundle price.



FEATURES 2016

Highlights will include UNITI expo 16, Stuttgart, Germany, June 14-16, aiming to secure its position as the market's leading trade fair, following its successful launch in 2014. Plus, towards the latter part of the year, key interviews with leading figures from some of the world's major retailers, as **erpecnews** moves into the retail sector with its popular 'View from the Top' (**VFTT**) series. Look out also for important updates on Forecourt equipment (**FE**), Retail automation (**RA**), Car wash (**CW**), Lighting (**L**), Price signs (**PS**), Fuel transfer (**FT**) and Fuel storage (**FS**) matters throughout the year.

Jan/Feb	UE16 oil company comment. FS focus	June/July	Launch erpec 17. UE review. RA focus
March	Interviews with UE16 exhibitors. CW focus	Aug/Sept	' VFTT ' EMEA. PS focus
April	Conference topics & features at UE16. FE focus	October	' VFTT ' SE Asia. L focus
May	UE16 show issue with floor plan & product listings	Nov/Dec	' VFTT ' The Americas. FT focus

WHAT OUR READERS SAY

<p>"I always have erpecnews sitting on my desk."</p>	<p>"I receive erpecnews and encourage all my colleagues to read it."</p>	<p>"I find erpecnews most interesting and very useful."</p>	<p>"I appreciate the key news stories that erpecnews provides from our industry."</p>
<p>Joseph van Calster, Lead Procurement Manager, EU Retail, Shell International</p>	<p>Gonzalo Villarías, Chief of Engineering Contracts, Repsol Comercial de Productos</p>	<p>Francesco Cappelli, Engineering, Maintenance & Project Management Coordinator, Q8 Italy</p>	<p>Roger Hertenberg, Manager of Procurement, Property & Construction, Uno-X AS</p>

ADVERTISEMENT BUNDLES

To enable you to extend your brand and position deeper into the market, we are now offering bundled advertising packages incorporating some great added value items. These will be enhanced even further this year with the arrival of 'erpecnews live', our daily online news portal, coming into effect from March 1st 2016. Advertising bundles shown below all include online advertising as part of an all-inclusive package, meaning that for 2016 advertisers will each have the opportunity to appear in both a printed and online format at no extra cost. All prices are in Euros.

GOLD BUNDLE		
Full page	<ul style="list-style-type: none"> • 8 full page colour advertisements • Double page editorial spread in magazine to include interview with the editor • Editorial in the product news section of erpecnews (unlimited entries) • 12 weeks leaderboard on 'erpecnews live' website 	Europe €10,120
		AMEA €6,800
1/2 page	<ul style="list-style-type: none"> • 8 x ½ page colour advertisements • Full page editorial in magazine • Editorial in the product news section of erpecnews (2 entries) • 12 weeks premier side banner on 'erpecnews live' website 	Europe €7,200
		AMEA €4,200
1/4 page	<ul style="list-style-type: none"> • 8 x ¼ full page colour advertisements • ½ page editorial in magazine • Editorial in the product news section of erpecnews (1 entry) • 12 weeks side banner on 'erpecnews live' website 	Europe €3,840
		AMEA €2,464

SILVER BUNDLE		
Full page	<ul style="list-style-type: none"> • 6 full page colour advertisements • Full page editorial in magazine • Editorial in the product news section of erpecnews (3 entries) • 12 weeks premier side banner on 'erpecnews live' website 	Europe €7,770
		AMEA €5,250
1/2 page	<ul style="list-style-type: none"> • 6 x ½ page colour advertisements • ½ page editorial in magazine • Editorial in the product news section of erpecnews (2 entries) • 12 weeks side banner on 'erpecnews live' website 	Europe €5,496
		AMEA €3,372
1/4 page	<ul style="list-style-type: none"> • 6 x ¼ page colour advertisements • Editorial in the product news section of erpecnews (1 entry) • 12 weeks side banner on 'erpecnews live' website 	Europe €2,910
		AMEA €1,920

ADVERTISEMENT BUNDLES

BRONZE BUNDLE		
Full page	<ul style="list-style-type: none"> 4 full page colour advertisements Full page editorial in magazine Editorial in the product news section of erpecnews (2 entries) 12 weeks premier side banner on 'erpecnews live' website 	Europe €5,320
		AMEA €3,600
1/2 page	<ul style="list-style-type: none"> 4 x ½ page colour advertisements ½ page editorial in magazine Editorial in the product news section of erpecnews (2 entries) 12 weeks side banner on 'erpecnews live' website 	Europe €3,800
		AMEA €2,400
1/4 page	<ul style="list-style-type: none"> 4 x ¼ page colour advertisements Editorial in the product news section of erpecnews (1 entry) 12 weeks side banner on 'erpecnews live' website 	Europe €1,984
		AMEA €1,328

Other promotions

We are always keen to discuss any other promotional ideas not covered in our rate card. For example you may have your own company newsletter or product profile which we can insert into the **erpecnews** bundle. Please get in touch with us to discuss this in more detail.

ADVERTISING CONTACT INFORMATION

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stephen@mcleanevents.com



RATES AND MECHANICAL REQUIREMENTS

Full page			1/2 page		
Inserts	Europe	AMEA	Inserts	Europe	AMEA
1	€1,760	€1,188	1	€1,045	€687
2	€3,410	€2,288	2	€1,980	€1,298
3	€4,950	€3,300	3	€2,910	€1,831
Mechanical requirements			Mechanical requirements		
Trim	210mm x 297mm		Trim	210mm x 146.5mm	
Bleed	216mm x 303mm		Bleed	216mm x 149.5 mm	
Page with margin	182mm x 269mm		Page with margin	182mm x 132.5mm	

1/4 page vertical			1/4 page horizontal		
Inserts	Europe	AMEA	Inserts	Europe	AMEA
1	€550	€352	1	€550	€352
2	€1,044	€682	2	€1,044	€682
3	€1,485	€1,014	3	€1,485	€1,014
Mechanical requirements			Mechanical requirements		
Page with margin	89mm x 132.5mm		Page with margin	182mm x 64.25mm	

ARTWORK REQUIREMENTS

Artwork must be supplied in digital format as high res PDF, high res JPEG, Adobe InDesign or Adobe Photoshop files. Any other formats must be agreed upon beforehand. 58mm x 269mm

Artwork deadlines:

Jan-Feb 16/02/2016 | March 16/03/2016 | April 11/04/2016
 May 18/05/2016 | June-July 08/07/2016 | Aug-Sept 19/09/2016
 October 17/10/2016 | Nov-Dec 12/12/2016

1/3 page		
Inserts	Europe	AMEA
1	€825	€550
2	€1,507	€1,045
3	€2,046	€1,436
Mechanical requirements		
Page with margin	58mm x 269mm	

Files should be sent via WeTransfer or e-mailed to

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