M-PACT 2027 SHOW GUIDE

Position your brand as a prominent player in the Midwest's fuel and convenience sector with a full-color advertisement in the official *M-PACT 2027 Show Guide*, distributed at the registration area and at literature stations throughout the convention center. Published in print and online, and synced with the M-PACT Show Mobile App, this high-quality publication is the go-to source for tradeshow information. Features include a comprehensive listing of exhibitors, sponsors, education and networking session highlights, plus a fold-out map of the tradeshow floor. Your investment includes an advertisement in the print edition, plus a clickable ad in the searchable online guide with a link to your website. Download the official M-PACT 2027 Marketing Toolbox for customizable graphics to include in your print advertising, free to exhibitors and sponsors at **www.m-pact.org/sponsor/#advertisingopportunities**.

PUBLISHING CALENDAR

ad sales close / artwork due	delivery
1/25/27	April 2027

NET ADVERTISING RATES: *M-PACT 2027 ONSITE GUIDE*

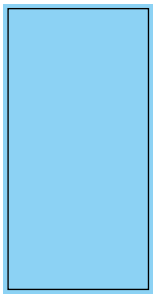
size	1x
Premium Position	$1,480
Full Page	$1,250
1/2 Page	$845
Interstitial Ad	$955
Landing Page	$955

SPECIFICATIONS: *M-PACT 2027 ONSITE GUIDE*

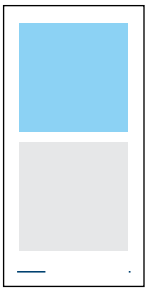
page size	4" x 8" (trim)
Full Page*	4" x 8" +0.125" bleed
1/2 Page	3.5" x 3.5"
Interstitial Ad SEE EXAMPLE	513p x 738p
Digital Landing Page SEE EXAMPLE	513p x 738p

* **Full-page ads are intended to bleed off the page** SEE DEMO

- Please include an **additional 0.125" of bleed** on each side of page
- Keep all important information at least **0.5" from the trim line**



Full Page Bleed



1/2 Page

TO ADVERTISE, PLEASE CONTACT

Innovative Publishing
844.423.7272 TOLL-FREE
advertise@innovativepublishing.com
www.innovativepublishing.com

M-PACT
FUEL & CONVENIENCE TRADESHOW

ADVERTISE ON M-PACT.ORG

Position your brand as a prominent player in the Midwest's booming energy and convenience sector with an advertisement on the official M-PACT website.

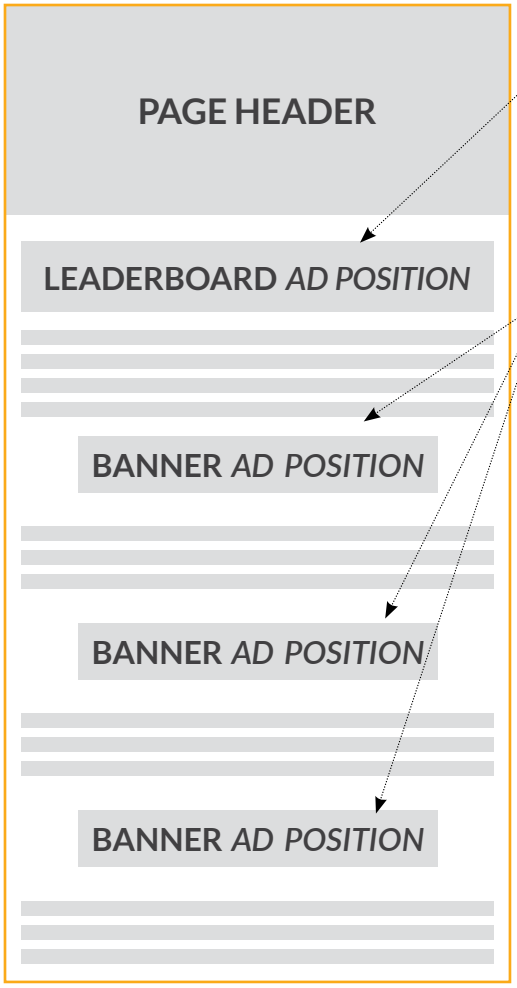
On average, M-PACT.org generates:

82K
page views per year

42K
users per year

6.8K
page views per month

3K
users per month



LEADERBOARD

Dimensions	Cost
970 pixels x 90 pixels	$2,110
Location: 1 placement on Attend page. Rotating up to 3 advertisers.	

*The Attend page is the second most visited page with **15K** views*

BANNER

Dimensions	Cost
728 pixels x 90 pixels	$1,790
Location: 3 placements on Home page. Rotating up to 3 advertisers.	

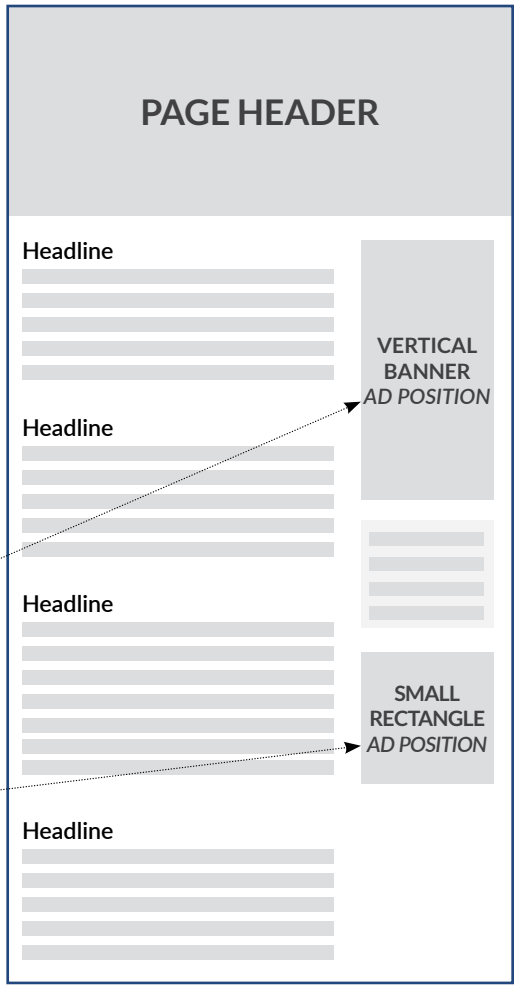
*The Home page averages greater than **18K** engagement*

VERTICAL BANNER

Dimensions	Cost
300 pixels x 480 pixels	$645
Location: 1 placement on News page. Rotating up to 3 advertisers.	

SMALL RECTANGLE

Dimensions	Cost
300 pixels x 250 pixels	$370
Location: 1 placement on News page. Rotating up to 3 advertisers.	



Each position is available for a 3-month term. M-PACT.org website pages shown are not accurate to final published website design. JPG, JPEG, GIF, PNG, SVG and HTML files accepted. Graphics should have a minimum 72 DPI (dots per inch) and be in RGB color. Ad artwork is due one week before contracted advertisement term starts.

To advertise, please contact Innovative Publishing: 844.423.7272 or advertise@innovativepublishing.com.