& SPONSORSHIP & ADVERTISING

2019 PROGRAMS

PMCI

Serving Neighbors with Fuel & Convenience

Your Key to Connecting with
Customers, Industry Leaders, Influencers, and Decision Makers
in the Fuels Industry!

2019 PMCI Sponsorship Program

PMCI sponsors are heavily promoted throughout the year and are valuable partners to the association. We encourage all members to support our sponsors! Becoming a PMCI sponsor has never been easier. Select from a Full Year Package, Individual Event Sponsorships, or options from both. Complete the order form and send to PMCI. Sponsorships are for the 2019 calendar year.

FULL YEAR SPONSORSHIP PACKAGES (Section 1)

Check Box to Select Annual Sponsorship Package ➔

	Diamond ☐$25,000	Platinum ☐$15,000	Gold ☐$10,000	Silver ☐$5,000	Bronze ☐$2,500
COMPANY RECOGNITION					
Regional Meetings	X	X	X	X	X
Annual Meeting	X	X	X	X	X
Legislative Briefing and Reception	X	X	X	X	X
SUMMERFEST | Political Benefit Event	X	X	X	X	X
Iowa Oil Spout and PMCI Website	X	X	X	X	X
EVENT REGISTRATIONS & DIGITAL PROMOTIONS					
Fuel Insider Logo Recognition *(All 50 2019 Issues)*	X	X	X	X	
Two Event Registrations at Four PMCI Events *(listed above)*	X	X	X	X	
PMCI Website Home Page Logo Recognition	X	X	X		
Two Additional Registrations at Same Four PMCI Events	X	X	X		
SPECIAL INCENTIVES					
Free Meeting Space *(PMCI Board Room as needed)*	X	X	X		
Advertising Discount *(see ad packages)*	50%	20%	10%		
Free Job Posting *(2019 Fuel Insider)*	X	X			
Political Benefit Event Host Sponsor	X	X			
Annual Meeting & Legislative Reception Host Sponsor	X				

Company Recognition via Event Signage, Handouts, Announcements, Presentations, PMCI Website and Iowa Oil Spout Magazine.

INDIVIDUAL EVENT SPONSORSHIPS (Section 2)

- ☐ Annual Meeting \| Keynote Speaker..... $2500
- ☐ Annual Meeting \| Luncheon..... $2500
- ☐ Member Insight Meetings: Fuel and Retail..... $2000
- ☐ Tankwagon Workshop..... $2000
- ☐ Regional Meeting \| Feb. 1 \| Council Bluffs..... $1500
- ☐ Regional Meeting \| Feb. 15 \| Spencer..... $1500
- ☐ Regional Meeting \| Feb. 22 \| Waterloo..... $1500
- ☐ Regional Meeting \| Mar. 8 \| Carroll..... $1500
- ☐ Regional Meeting \| Mar. 15 \| Dubuque..... $1500
- ☐ Regional Meeting \| Mar. 29 \| Riverside..... $1500
- ☐ Regional Meeting \| Apr. 5 \| Des Moines..... $1500

SPONSORSHIP ORDER FORM

Primary Contact _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Website* _____

*Please send high resolution logo to *advertise@pmcofiowa.com*

Sign _____ Date _____

Section 1 Total ..... $_____

Section 2 Total ..... $_____

GRAND TOTAL ..... $_____

PAYMENT OPTIONS

☐Credit Card ☐Check Enclosed ☐Send Invoice *(two installments)*

Card Number_____EXP_____CVV_____

Billing Address (If different that contact information.)

Address _____

City _____ State _____ Zip _____

Return form to PMCI, 10430 New York Avenue, Suite F, Urbandale IA 50322 or Email: Jim@pmcofiowa.com or call (877) 469-2645

2019 PMCI Advertising Program

Our ad packages are designed specifically for our members: quick, affordable, and effective. We cut to the chase and reach the target audience through print and digital marketing. We keep it simple, pick the package that works best for you or pick from the a la carte options. All print and digital advertising options listed in this prospectus are **full-color!**

Take advantage of the opportunities in our ***Fuel Insider*** and **new PMCI website!**

FULL YEAR ADVERTISING PACKAGES (Section 1)

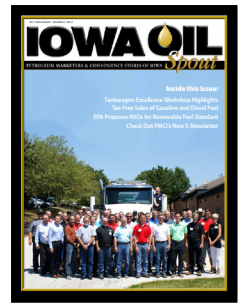
☐ PREMIUM $10,000
- *Iowa Oil Spout* Magazine | Full Page | Full Year *(6 Issues)*
- Membership Directory | Full Page Tab | Annual Publication
- *Fuel Insider* Ad (weekly e-newsletter) | 6 Weeks
- PMCI Website Ad | 12 Months

☐ SUPER $7,500
- *Iowa Oil Spout* Magazine | 1/2 Page | Full Year *(6 Issues)*
- Membership Directory | 1/2 Page | Annual Publication
- *Fuel Insider* Ad (weekly e-newsletter) | 3 Weeks
- PMCI Website Ad | 6 Months

☐ PLUS $5,000
- *Iowa Oil Spout* Magazine | 1/4 Page | Full Year Ad *(6 Issues)*
- Membership Directory | 1/4 Page | Annual Publication
- *Fuel Insider* Ad (weekly e-newsletter) | 1 Week
- PMCI Website Ad | 3 Months

☐ REGULAR $2,500
- *Iowa Oil Spout* Magazine | 1/8 Page | Full Year Ad *(6 Issues)*
- Membership Directory | 1/8 Page | Annual Publication

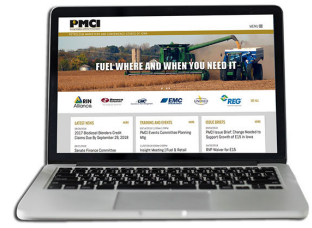
ADVERTISEMENT SIZING CHART



Full Page.....7.75" x 10.75"
Half Page.....7.75" x 5"
Quarter Page.....7.75" x 2.5" (Hrz)
Quarter Page.....3.75" x 5" (Vrt)
Eighth Page .....3.75" x 2.5"

Full Page.....4.75" x 7.75"
Half Page.....4.75" x 3.75"
Quarter Page *(Hrz)*....4.75" x 1.75"
Quarter Page *(Vrt)* ....2.25" x 4.75"
Eighth Page .....2.25" x 1.75"

Provide a high resolution image (800 x 245 pixel) in GIF, JPG or PNG format along with a brief description for your *Fuel Insider* ad option.



Web ad width size, 273 px. Ads will appear on a variety of inside pages at PMCI's placement discretion

A LA CARTE ADVERTISING OPTIONS (Section 2)

☐ *Iowa Oil Spout* | Back Cover $2000
☐ *Iowa Oil Spout* | Inside Back Cover $1800
☐ *Iowa Oil Spout* | Full Page..... $1700
☐ *Iowa Oil Spout* | 1/2 Page $1200
☐ *Iowa Oil Spout* | 1/4 Page $800
☐ *Iowa Oil Spout* | 1/8 Page $500
☐ *Fuel Insider* Ad | 1 Week $500

☐ Membership Directory | Back Cover.....$2000
☐ Membership Directory | Full Page Tab $1800
☐ Membership Directory | Full Page.....$1700
☐ Membership Directory | 1/2 Page.....$1200
☐ Membership Directory | 1/4 Page.....$800
☐ Membership Directory | 1/8 Page.....$500
☐ PMCI Website Ad | 3 Month $500

ADVERTISING ORDER FORM

Primary Contact _____

Company _____

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

Website* _____

*Please send high resolution logo to *advertise@pmcofiowa.com*

Sign _____ Date _____

Section 1 Total ..... $_____

Section 2 Total ..... $_____

GRAND TOTAL..... $_____

PAYMENT OPTIONS

☐Credit Card ☐Check Enclosed ☐Send Invoice *(two installments)*

Card Number_____EXP_____CVV_____

Billing Address (If different that contact information.)

Address _____

City _____ State _____ Zip _____

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PMCI EVENTS CALENDAR

2019

JANUARY 15, 2019
Annual Membership Meeting | Des Moines

JANUARY 15, 2019
Legislative Welcome Back Reception | Des Moines

JANUARY - APRIL 2019
Regional Member Meetings | Multiple Locations

MARCH 2019
Member Insight Meeting | Fuel and Retail

APRIL 8-10, 2019
Upper Midwest Convenience Store & Energy Convention
St. Paul, MN

JUNE 2019
Camp Courageous Golf Benefit | Dubuque

JULY 25-26, 2019
SUMMERFEST | Okoboji

NOVEMBER 2019
Member Insight Meeting | Fuel and Retail

NOVEMBER 21, 2019
Cent-A-Gallon Day for Camp Courageous

PMCI
Serving Neighbors with Fuel & Convenience

Petroleum Marketers and Convenience Stores of Iowa
10430 New York Ave Ste F, Urbandale IA 50322
Toll Free (877) IOWA-OIL | (877) 469-2645
info@pmcofiowa.com | *www.pmcofiowa.com*

THANK YOU!
2018 SPONSORS & ADVERTISERS

Acterra Group
Altria
BP Products of North America
Cenex Energy (CHS)
Central Bank
Community Oil Company
Compliance Testing & Technology
Cylinder Express
EMC Insurance Companies
Farner-Bocken Company
a Division of Core-Mark
Federated Insurance
Flint Hills Resources
Growmark Energy
Heartland Payment Systems
HWRT Oil Company LLC
Iowa Lottery
Iowa Soybean Association
Kay Tank
Keck Energy
LaMair Mulock Condon (LMC)
Landmark Products
LMC Insurance & Risk Management
McGowen Hurst Clark & Smith PC
Molo Petroleum
Otter Creek Country Stores
Petroleum Marketers Service
Phillips 66
PMMIC Insurance
R&A RIsk Professionals
Renewable Energy Group (REG)
RINAlliance
Seneca Companies
Seneca Tank
Shell Oil Products US
Sinclair Oil Corporation
Solar Transport
Unified Contracting Services Inc
Valero Marketing & Supply
Wellmark
Werts Welding & Tank Service
Westmor Industries