

FUEL OIL NEWS

Serving The Deliverable Fuels Industry

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2020 MEDIA PLANNING GUIDE



85

YEARS IN THE FUEL INDUSTRY



WHY ADVERTISE WITH *FUEL OIL NEWS*?

The Deliverable Fuels industry — marketers of fuels for residential and commercial heating and other uses—has a long, proud history. The same goes for *Fuel Oil News*, which has published continuously since 1935. The mission of the magazine today is critical, as the industry is undergoing seismic changes. Fuel marketers are acquiring other fuel marketers. The composition of the fuel itself is changing, and manufacturers are responding with redesigned equipment.

Fuel Oil News works hard to educate management-level readers about the whole range of issues and practical solutions to keep their businesses moving ahead. *Fuel Oil News* reports on oil policy issues in Washington, as well as regional and state legislation; provides essential service and operational guidance; and delivers comprehensive coverage of the products and services that impact efficiency and profitability.

Fuel Oil News also stands out for its original content, provided by a roster of writers and columnists who are known and respected experts in their areas of specialization. If you provide your customers with a solution related to a deliverable fuel — heating oil, biodiesel, propane — we have you covered. Are you involved in supporting HVAC/R service and sales? Do you support the operation of bulk storage facilities? We'll get your message in front of the decision makers. *Fuel Oil News* knows them. And they know *Fuel Oil News*.

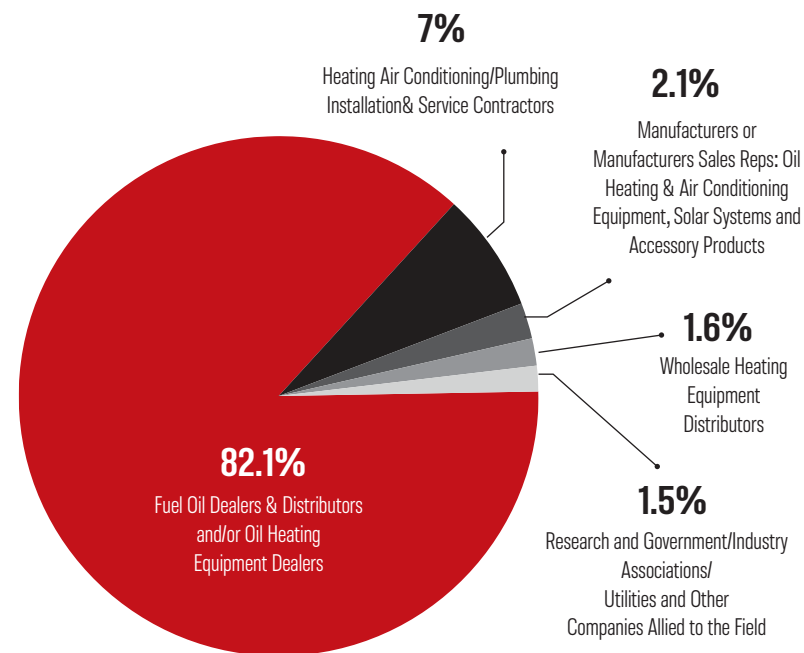
WELCOME!

Fuel Oil News has an average of **13,126** monthly subscribers,
including **4,865** receiving digital editions

3,445 monthly unique visitors to FuelOilNews.com

FUEL OIL NEWS AUDIENCE

- **86%** Have the authority to **buy and recommend products and services**.
- **84%** Recognize or remember a brand or products and services more easily on seeing them advertised in *Fuel Oil News*.
- **73%** Have **purchased a product or service** as a result of seeing an ad in *Fuel Oil News*.



Source: Publisher's Figures

ABOUT THE *FUEL OIL NEWS* READER & YOUR POTENTIAL BUYER

Did you know that according to the 2017 FON Sourcebook (the most comprehensive study of oil heat marketers published) our readers:

69% Sell, install or service heating and/or cooling equipment

33% use dispatching support software

85% use additives

51% operate bulk plants



FUEL OIL NEWS READERS NOW PREFER TO RECEIVE
THEIR INFORMATION FROM
PRINT & ONLINE



52%
PRINT

32%
PRINT & ONLINE

16%
ONLINE

Source: Readership Study

2020 EDITORIAL CALENDAR

1935-2020: 85 YEARS IN THE FUEL INDUSTRY.

 TWO AD PLACEMENTS IN Q1 EARN 1 MORE AT NO CHARGE IN OUR EXCITING SPRING SHOWGUIDE, GOING TO NPGA & EE EXPO

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD RESERVE DATE	11/27/19	1/7/20	2/4/20	3/4/20	4/1/20	5/5/20
MATERIALS DUE*	12/3/19	1/14/20	2/11/20	3/11/20	4/8/20	5/12/20
FEATURES	ASHRAE Show Special; Commercial HVAC; Commercial Propane	Propane Trucks & Tank Handling; Business Diversification	NPGA Southeast Propane Show Preview; AHR Post Show Wrap Up; Biodiesel Updates and Activities	Bulk Plant Operations; Fuel Hedging	Service Management; Report/Update on Propane Regulations	<i>Fuel Oil News</i> State of the Industry Webinar; NPGA Show Report; Price Programs
ROUNDUPS, DIRECTORIES, GUIDES	Warm Air & Air Filtration	Boilers, Hydronic Systems & Radiant Heating	Trucks Tank & Equipment Computer Systems Buyers Guide	Air Conditioning	Tools, Service Vehicles & Service	Driver and Mobile Dispatching Spring Literature Showcase
BONUS DISTRIBUTION	AHR Expo, Orlando, FL Feb. 3-5	SE Petro, Myrtle Beach, SC Mar. 4-5 Work Truck Show, Indianapolis March 3-6	NY Propane Gas Assn Annual Mtg Mar. 23-25, Albany NY	NPGA Southeast Expo, Nashville TN, April 5-8	Eastern Energy Expo. May 17-20 Uncasville, CT	Northern New England Energy Conference. June 14-16, Bretton Woods, NH So New England Energy Conference. TBD NEFI Expo. TBD
	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD RESERVE DATE	6/3/20	7/8/20	8/5/20	9/1/20	10/7/20	10/30/20
MATERIALS DUE	6/10/20	7/15/20	8/12/20	9/9/20	10/14/20	11/6/20
FEATURES	Eastern Energy Expo Show Report; Tank Monitors	Hydronic Heating Updates; Northern New England Energy Conference	Prev: Southern New England Energy Conference	Supply, Demand & Price Outlook; Oil and Propane Update	Research & Development; Fall Shows Wrap-Up Propane Policy Updates	Annual Industry Sourcebook; Industry Survey
ROUNDUPS, DIRECTORIES, GUIDES	Annual Propane Products & Services Directory Water Heater Roundup	Fuel Additives Buyer's Guide Annual Industry Training Directory	Annual Oil & Propane Tank Truck Directory	Bulk Plant & Terminal Equipment	Burners & Components Fall Literature Showcase	Sourcebook Products & Service Guide
BONUS DISTRIBUTION			So. New England Energy Conf. NEFI Expo, site TBD	Alt Wheels Fleet Conference. TBD		

*All dates are subject to change

2020 ADVERTISING RATES

COLOR RATES

AAAA colors per page or fraction	\$650
4-color process, per page or fraction	\$1,350
4-color process, per 2-page spread	\$2,000

SPECIAL POSITIONS

Cover 3	add 10%
Cover 2	add 15%
Cover 4	add 20%
Premium Positions	add 10%

PRINT AD SIZES

4-color process, per page	8" x 10.75"
Spread	16" x 10.75" + .125" bleed on all sides
Full page	8" x 10.75" + .125" bleed on all sides
2/3 page	4.5625" x 10"
1/2 page island	4.5625" x 7.5"
1/2 page island spread	10.125" x 7.5" (includes gutter bleed)
1/2 page horizontal	7" x 4.875"
1/3 page vertical	2.1875" x 10"
1/3 page square	4.5625" x 4.875"
1/4 page vertical	3.375" x 4.875"
1/4 page horizontal	7" x 2.375"
1/6 page vertical	2.1875" x 4.875"
1/8 page vertical	2.1875" x 4"

FUELOILNEWS.COM & E-NEWSLETTER MATERIALS

- All standard graphics and text submissions should be submitted 15 business days prior to campaign launch date.
- Rich-media campaigns require 20 business days prior to the campaign launch date.
- All finished art work supplied must be tested and function properly on a PC and on a Mac in Internet Explorer 7 and above and Firefox.



20% DISCOUNT APPLIES TO ALL DIGITAL RATES WHEN COMBINED WITH A PRINT PROGRAM (INCLUDING MOBILE & VIDEO).

B&W RATES	1X	3X	6X	9X	12X
Full Page	\$3,591	\$3,450	\$2,877	\$2,762	\$2,473
2/3 Page	\$2,851	\$2,730	\$2,310	\$2,179	\$2,069
1/2 Page (island)	\$2,830	\$2,630	\$2,263	\$2,158	\$2,048
1/2 Page	\$2,216	\$2,100	\$1,764	\$1,670	\$1,596
1/3 Page	\$1,948	\$1,857	\$1,560	\$1,491	\$1,381
1/4 Page	\$1,339	\$1,276	\$1,082	\$1,029	\$977
1/6 Page	\$1,040	\$987	\$809	\$783	\$751
1/8 Page	\$846	\$788	\$657	\$641	\$620

FUELOILNEWS.COM

AD	SIZE	NET RATE /month
Leaderboard	728 x 90	\$1,200
Tower	120 x 600	\$1,000
Button	125 x 125	\$750
Bottom Banner	468 x 60	\$750
Big Box	300 x 250	\$1,500

FUEL OIL NEWS E-NEWSLETTER

AD	SIZE	NET RATE /month
Leaderboard	728 x 90	\$450
Tower	120 x 600	\$450
Button	125 x 125	\$250
Bottom Banner	468 x 60	\$350

DIGITAL EDITION

AD	SIZE	NET RATE /month
Banner	728x90	\$750
Slide Show	500 x 700	\$750
Audio and Video	Varies	\$750

FUEL OIL NEWS LIT SHOWCASE

AD	SIZE	NET RATE /month
Standard (1x)	2.375" x 4"	\$595
Standard (2x)	2.375" x 4"	\$395

FUEL OIL NEWS CLASSIFIEDS

Classified advertising is charged per insertion at \$90 per column inch. Minimum ad size is one inch, maximum is 8 inches. Column inch is 2.25 inches wide.

TERMS AND CONDITIONS

Space Reservation Deadline:

Fifth of each month prior to cover date.

Materials Deadline:

One week after space reservation deadline.

Frequency Discounts, Special Issue Rates and Preferred

Positions: Contact your sales representative.

Rate Policy/Cancellations: Advertisers will be short rated if within a

2-month period from first insertion date they do not use the number of space units on which their billings have been based. Cancellations are not accepted after closing date. Covers and preferred position contracts are non-cancelable.

Fuel Oil News Electronic File Requirements

Materials: Ads may be burned to CD or sent via e-mail. Questions? Please contact Sam VanKempen at svankempen@epgmediallc.com or 763-383-4415. A color proof (Chromalin or matchprint)

must accompany all four-color ads. Color copies or laser prints are only acceptable for an approximation of color. If this is the only proof provided, we will not be held responsible for color reproduction discrepancies. Materials will only be returned at client's request, otherwise they will be discarded.

Inserts and Enhancements: For information about furnished/special inserts and enhancements (cover curls, cover tips, half covers, etc.), contact your regional sales representative.

WWW.FUELOILNEWS.COM

It's all here! We all know how important the Internet has become to the business world. When key decision makers are searching for new products and information, they come to www.fueloilnews.com and the search begins.

Key decision makers know they can count on www.fueloilnews.com as their one source of information. We select news and information from all over the world with multiple sources so that buyers can find the information they need the most quickly and easily.

WEB ADVERTISING/ SPONSORSHIP OPPORTUNITIES

- Featured videos
- Banner ads
- Webinars
- Corner peel ads
- Logo sponsorship

Contact your sales representative for more information.

FUELOILNEWS.COM RATES

Leaderboard	728 x 90	\$1,200/mo
Big Box	300 x 250	\$1,500/mo
Tower	120 X 600	\$1,000/mo
Button	25 x 125	\$750/mo
Bottom Banner	468 x 60	\$750/mo

OUR WEBSITE OFFERS

- **Category-specific** articles, news and information
- **Breaking news**, industry trends and emerging opportunities
- **E-Newsletter**, Fuel for Thought
- **Fuel Oil News Connects 24/7** –the industry's trusted directory of suppliers and manufacturers
- **Library** – archived articles, search for the must-read features
- **Daily News** – from our staff editors and around the globe
- **Events** – check out our calendar of events and post your event to our site
- **Customized Tool Bar** – sponsor the FON custom tool bar that is down loaded by our loyal readership and you'll be on the desktop of readers every time they open their browser, no matter which one they use.

FUEL OIL NEWS E-NEWSLETTER

Fuel Oil News wants to keep you updated on current events in the industry. Our e-newsletter provides targeted content that truly meets the needs of our readers. We know our audience and we help them minimize the clutter and deliver exactly what they **WANT** and **NEED**.

FUEL OIL NEWS E-NEWSLETTER AD SIZES

AD	SIZE	NET RATE
Top Banner	728 X 90	\$450
Tower	120 X 600	\$450
Button	125 X 125	\$250
Bottom Banner	468 X 60	\$350

ALSO AVAILABLE

AD/POSITION	SIZE
Leaderboard Banner Position	728 X 90
Tower Position	120 X 600
Bottom Banner Position	468 X 60
Embed Video and Voice	ask your rep for details
Sponsorship Opportunities	ask your rep for details

EASY SIGN-UP!

FUEL OIL NEWS

SERVING THE DELIVERABLE FUELS INDUSTRY

SIGNUP ARCHIVE ADVERTISE [Read more news at fueloilnews.com](#)

Read the Current Issue



Subscribe to the digital edition!

From the Magazine:

Report: National Biodiesel Conference & Expo

PGANE Hires Leslie Anderson to Succeed Joe Rouse

Fuel Oil News Announces Upcoming Webinar

Industry leaders will share their insights on *The State of the Industry: Trends, Developments, Challenges*.

[Read more](#)

Bantam Home & Energy Takes the 'Whole House' Approach

If it heats, cools, saves money or increases comfort, the marketer says, 'We do it.'

[Read more](#)

Propane Rail Terminal to Open This Summer in Montgomery, N.Y.

The terminal will supply propane marketers across New York, New England and other parts of the Northeast.

[Read more](#)

2017 AHR Expo Breaks Records for Overall Attendance

[Read more](#)

KleerBlue Solutions Debuts Fleet and Retail DEF Dispensers

[Read more](#)

Bob Renkes to Retire from PEI; Rick Long Named His Successor

[Read more](#)

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→ Top Banner

→ Button

→ Tower

→ Bottom Banner

FUEL OIL NEWS DIGITAL EDITION

Bring your message to life with affordable, eye-catching enhancements in the Digital Edition of *Fuel Oil News*. Every ad placed in the print edition of *Fuel Oil News* gets delivered in our digital editions and apps, but creative opportunities are seemingly endless to make your marketing message really pop. Here are some available options:



Example of an FON digital edition banner ad



Ask your representative about any of our digital enhancements available!

BANNER ADS - Gain immediate exposure with a hot linked banner ad that displays at the top of the app. Your ad will be the first thing thousands of readers will see. Sponsor this coveted position to reach a targeted audience. Two positions available. Size: 1536 x 384 | Price: \$750 monthly placement

SLIDE SHOWS - Add visual appeal to your ad by placing a custom photo slide show of your products or event, directly onto your advertisement. 10-12 images, placement in your ad - Size 500 x 700 | \$750

360° PRODUCT ROTATION - 360° product rotations are a unique way of displaying your products with full animation. Up to 16 images can be displayed. Readers scrub left or right to move through the image sequence, controlling the animation/movement. 10-16 images, placement in your ad - Size 200 x 200 | \$750

VERTICAL GALLERIES - Vertical galleries can be used to smoothly scroll through multiple stacked images. A great way to add visual appeal to your ad by placing a custom photo gallery of your products or event, directly into your advertisement. Photos run horizontal to offer an advantage for extremely long images. 10-16 images, placement in your ad - Size 500 x 700 | \$750

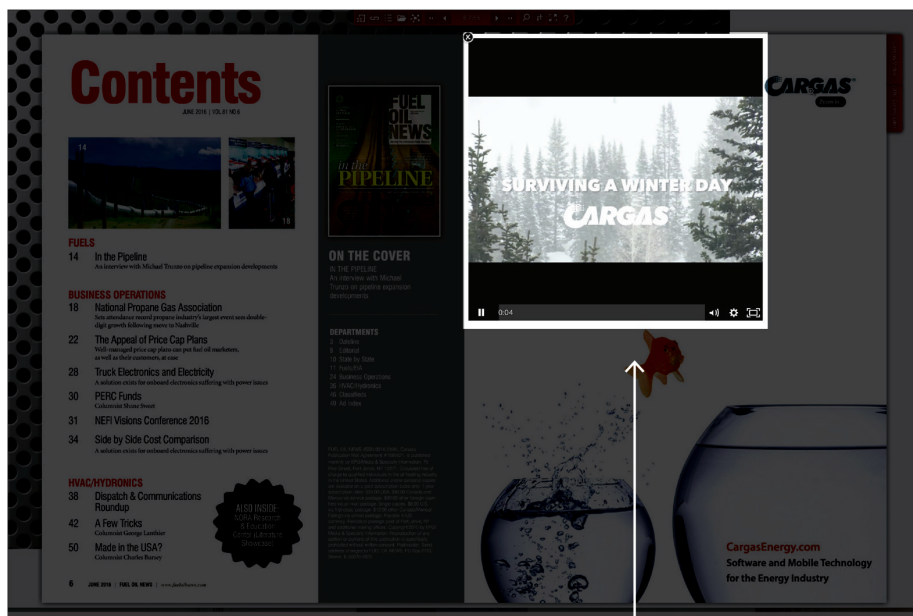
PANORAMIC GALLERIES - The panoramic gallery can be used in two ways. 1. To enhance the viewable area of a large image so that only a portion of it is visible at a time and the rest is viewed by scrolling. 2. To restrict the view of part of an image so that it is revealed only by scrolling to unveil your message. 10-16 images, placement in your ad - Size 500 x 700 | \$750

ANIMATION - Animation automatically plays through a sequence of gallery images when the user reaches the page. This is a great way to show your product in motion. Animation functions and displays in the same way as 360° product rotation, the only difference being that, rather than being user-controlled via sliding left or right, the transition between frames happens automatically. 16-24 images, placement in your ad - Size 500 x 700 | \$750

FLIP OVER - A flip-over reveals the next image by flipping over on the horizontal axis. This can be used to great effect to reveal something, e.g. a before-and-after, to save space in your ad, or use one side as an image, the other side with product details. Two images, placement in your ad - Size to be determined | \$250

SPLASH PAGE - This is the first screen which a reader sees and accordingly is a perfect slot for sponsorship messages or advertising. An impactful message for all readers to take notice. Specification: iPad - 768 x 1024 pixels; iPhone - 320 x 480. One Position available | \$250

FUEL OIL NEWS DIGITAL EDITION



Example of an FON digital edition YouTube video

**CLICK
HERE**

to view archived
digital edition
issues of
Fuel Oil News!



VIDEO COVERS – Adding video covers allow you to illustrate exactly what you offer, before readers open the magazine! Greet readers with a demonstration of your product or service that shows its true benefit. Take this opportunity to tailor make a video that represents your company in the best possible light. There are some key rules to adhere to first, if not met, a video will not work in-app.

- Format: MP4
- Maximum Resolution: 768x1004
(768x1004= full screen video. Any resolution below is fine)
- Maximum Recommended File Size: 40mb (This is unlimited but bear in mind this needs to be downloaded by the user so needs to be a manageable size.)
- Up to 5 minute with placement before the cover of the magazine
- Size: 400 x 400 | Price: \$750

AUDIO – Audio has all of the same settings as video but the audio can continue after the page turn. Listening to an interview, a podcast, etc., launches the host devices Audio Player, so the audio can be accessed at any time via the control bar, or from a hover button in the top right if audio is playing. The reader can continue to browse the magazine while your audio is playing. Audio must be provided as MP3, or with a URL with .MP3 at the end. Include your recent PodCast, or additional information about your product

Recommended length: Up to 5 minute. | Size: 400 x 400 | Price: \$750

VIDEO VIA YOUTUBE – Adding video lets you illustrate exactly what you offer! Greet readers with a demonstration of your product or service that shows its true benefit. Take this opportunity to tailor make a video that represents your company in the best possible light.

CALL BACK CARD – The custom call back card invites the reader to reach out to you in real time. The form can be customized to your need and placed within your ad. Leads sent to you in real time with full reports available. Placement over your ad | Price: \$300 with unlimited responses

COVER WRAP – Bring special attention to your ad by adding a cover curl to the cover of the magazine, which links directly to your ad, breeze past your competitors and have your message on the front cover | Price: \$350

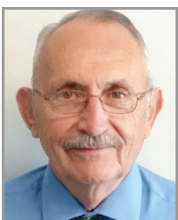
WEB VIEW/ IFRAME/ HTML5 – The Web View element is an incredibly powerful and flexible tool as it allows you to display anything you can create in a web page, on a magazine page. In turn, it is also "live" as it checks the web every time it's opened thus can be used to keep your app up-to-date at all times, for example a twitter or Facebook feed. Another great example is if you're previewing an event you can have a web view showing live text commentary, results etc... It can also be used to display HTML5 elements from the web, e.g. an interactive game.

TEAM OF EXPERTS



STEPHEN BENNETT

Editor Stephen Bennett, a longtime business reporter, covers operations and marketing; trade associations and regulations; research and development by vendors and by Brookhaven National Laboratory, the National Oilheat Research Alliance, and the Oil Manufacturers Association; and dealers' diversification into propane and other businesses. Bennett is based in Connecticut.



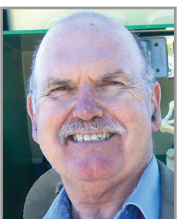
CHARLIE BURSEY

Charlie Bursey began his long career in the oil heating industry in 1963. He has delivered coal, kerosene and oil and serviced heating and cooling equipment. He has also managed service departments, worked for a manufacturer and currently works with F.W. Webb, Warwick, R.I. He is a recipient of the Association of Oil & Energy Service Professionals' prestigious Hugh McKee Award for making an outstanding contribution to the fuel oil industry.



SHANE SWEET

Shane Sweet has a long history in the fuels markets. Currently the executive and technical director for the New York State Propane Gas Administration, he previously has been an energy and management consultant, a partner in a law firm, served as president & CEO of the New England Fuel Institute from 2007-11 and the EVP/director and lobbyist for the Vermont Fuel Dealers Association from 1993-2007.



DAVE CAMPBELL

Dave Campbell is the associate publisher who handles ad sales for New England, the Middle Atlantic region as well as Canada and Europe. Dave is now entering his third decade on Fuel Oil News.



MAURA KELLER

Maura Keller has written about business, design, marketing, healthcare, and other topics for dozens of regional and national publications, as well as Fortune 50 employee communication materials. She has won awards from the Minnesota Society of Professional Journalists, and she serves as executive director for Read Indeed, a nonprofit literacy organization based in Minneapolis.



GEORGE LANTHIER

George Lanthier is the owner of Firedragon Academy, a Massachusetts Certified School teaching both gas and oil heating and is a publishing firm. He is the author of over 60 books and manuals on gas and oil heating and HVAC subjects. He is a CETP, NATE, NORA, PMAA and PMEF Proctor and a Massachusetts Certified Instructor.



RICH ALDEN

Rich Alden handles advertising sales for the Midwest and Southeast regions. Rich has represented Fuel Oil News for over fifteen years.



BARBARA REYNOLDS

Barbara has been working on Fuel Oil News with Rich Alden as part of the Central and South Sales Team, for a number of years.

SALES

EASTERN REGIONS

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