



Casey's Advertising

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Counter Change Mats (All materials due 12 business days prior to first posting)

- Full mat (16.5 X 10.25): \$100.00 per store, per month
- Production Costs: Printer Ready Artwork Provided – No Fee
Note: Press-quality PDF files are preferred for all artwork sent. Please embed fonts and images into PDF.
- Casey's Creates Artwork - \$40
Note: Provide rough drawing of desired layout, wording, colors and areas to accentuate. E-mail layout, wording, graphics and logo to sales@caseysads.com. We prefer vector format eps for logo and graphics. Jpeg files should be at least 200 dpi at printed size. Proofs will be provided, but only to check for spelling errors.
- You may change your artwork monthly, however we need the new art two weeks in advance to allow for printing and delivery.

Pump Toppers Ad Inserts (All materials due 25 business days prior to first posting)

- \$200.00 per store, per month - three pump toppers per store regardless of the number of pumps at each location..
- Final trim size of pump topper ad insert: 13" wide X 10" high
- Production Costs: Printer Ready Artwork Provided – No Fee
Note: Press-quality PDF files are preferred for all artwork sent. Please embed fonts and images into PDF.
- Casey's Creates Artwork - \$40
Note: Provide rough drawing of layout, wording, colors and areas to accentuate. E-mail layout, wording, graphics and logo to sales@caseysads.com. We prefer vector format eps for logo and graphics. Jpeg files should be at least 200 dpi at printed size. Proofs will be provided, but only to check for spelling errors.
- You may change your artwork quarterly, however we need the new art one month in advance to allow for printing and delivery.

Pump Topper
Ad Insert



Framed
Pump
Topper Ad

Framed Pump Topper Ads (All materials due 25 business days prior to first posting)

- \$350.00 per store, per month - three pump toppers per store regardless of the number of pumps at each location..
- Final trim size of framed pmp topper ad: 14" wide X 11" high
- Production Costs: Printer Ready Artwork Provided – No Fee
Note: Press-quality PDF files are preferred for all artwork sent. Please embed fonts and images into PDF.
- Casey's Creates Artwork - \$40
Note: Provide rough drawing of layout, wording, colors and areas to accentuate. E-mail layout, wording, graphics and logo to sales@caseysads.com. We prefer vector format eps for logo and graphics. Jpeg files should be at least 200 dpi at printed size. Proofs will be provided, but only to check for spelling errors.
- You may change your artwork quarterly, however we need the new art one month in advance to allow for printing and delivery

Casey's cannot not take pictures to validate program is in place. If you require proof of program, you will need to either take the pictures yourself or hire an outside photographer.