

The global
platform for the
fuel retailing
industry



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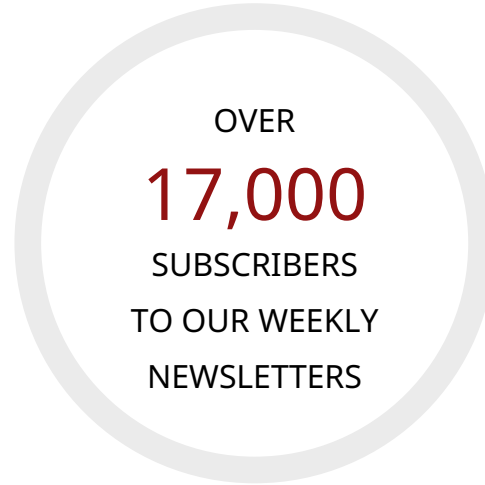
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What is PetrolPlaza

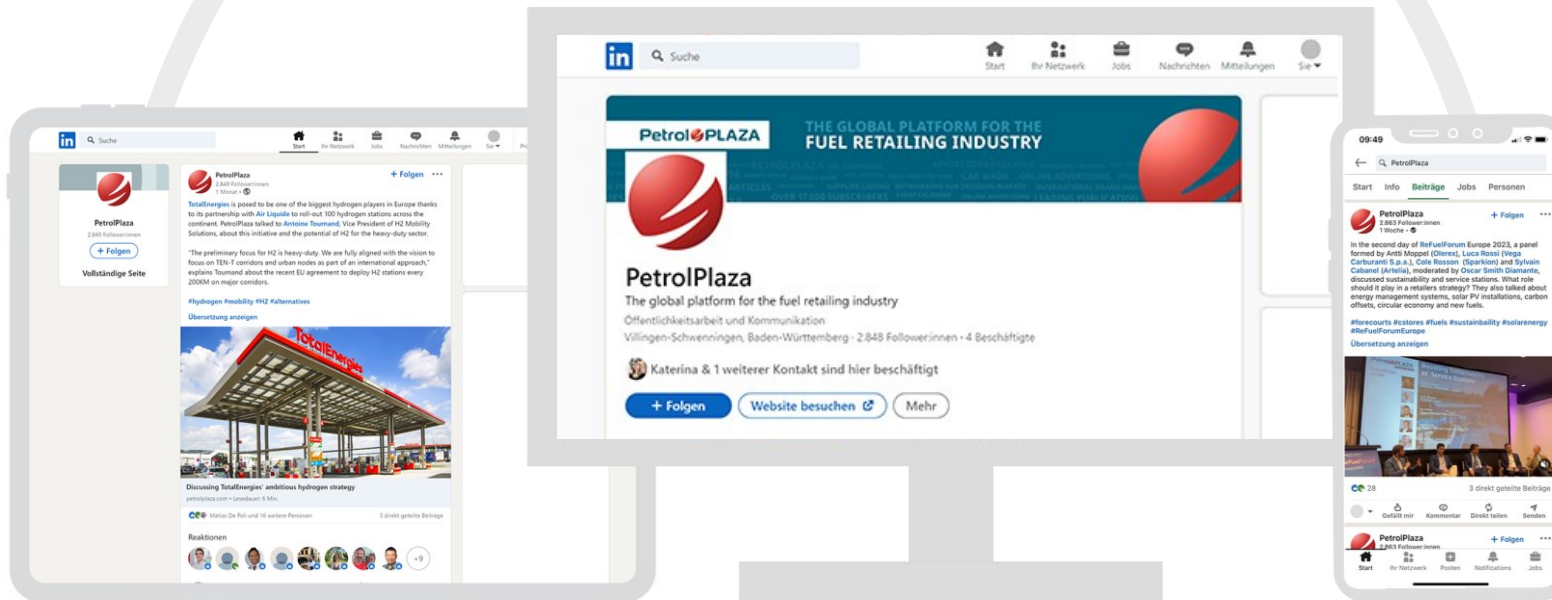
- PetrolPlaza is the **No.1 online information source** for our industry
- We cover everything around **modern service stations** – fuels, charging, mobility, convenience, logistics and carwash
- Founded in 1998, PetrolPlaza built an excellent **international reputation** as a **highly reliable** publication
- All articles and newsletters are published in **English** and **Spanish**
- Since 2020, we have arranged roundtable discussions and interviews on **PetrolPlaza Talks**
- Our newest format **PetrolPlaza Podcast** explores in-depth topics with industry leaders

Our readers:

- Oil & energy companies
- Mobility experts
- Service providers
- OMCs
- Equipment suppliers
- Car wash operators
- Service station & c-store operators
- EV & Charging operators

LinkedIn activity

 **3500**
FOLLOWERS



SITE VISITS & INTERVIEWS

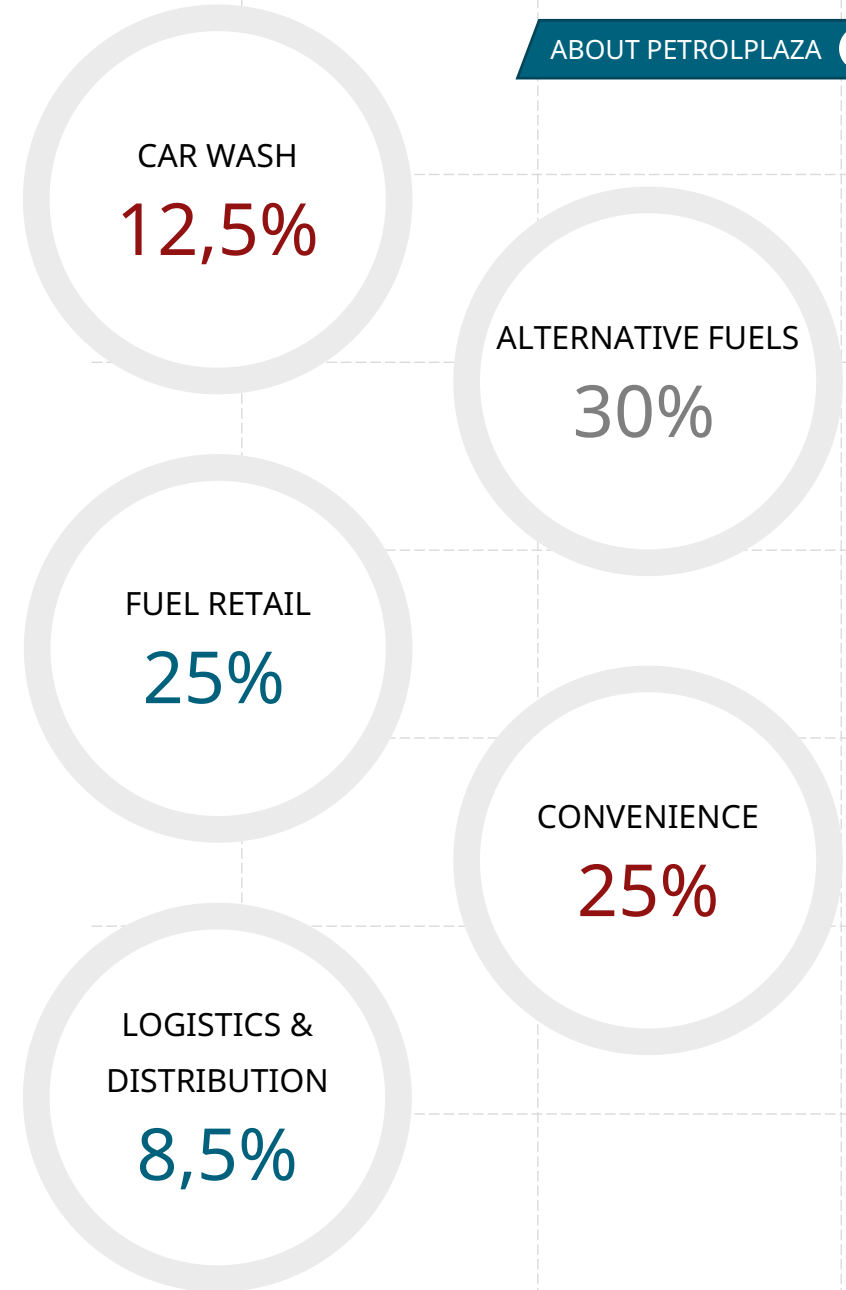
MAIN PAGE

EVENT REVIEWS

Topics we cover

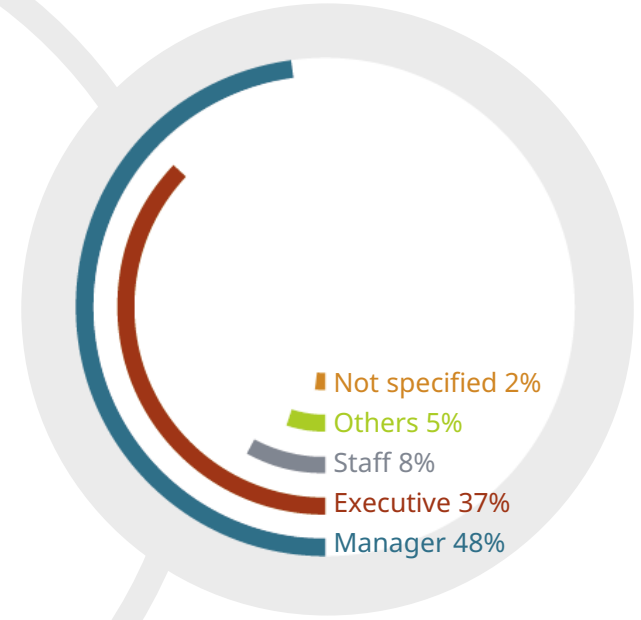
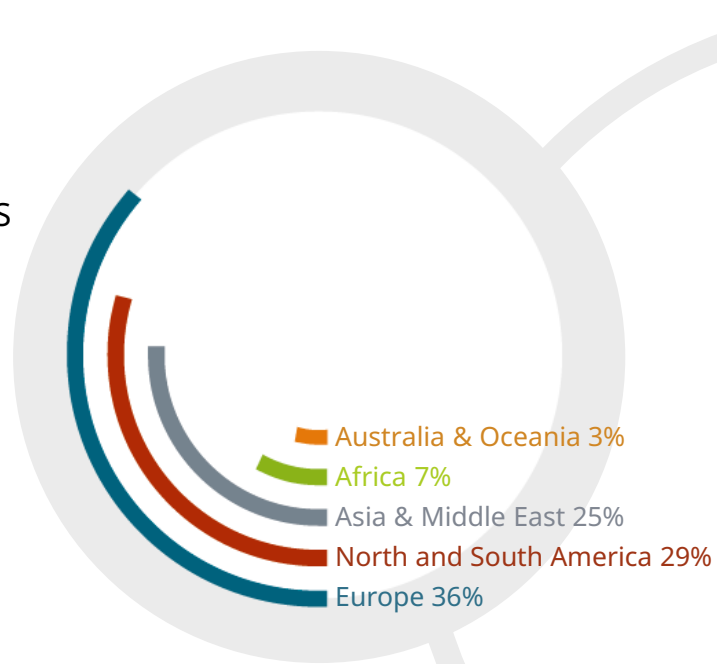
The fueling industry is going through a massive transition with stations becoming multi-energy, service hubs. Our job is to best represent the present and future of the sector across all regions of the world.

Oscar Smith Diamante
Editor-in-Chief

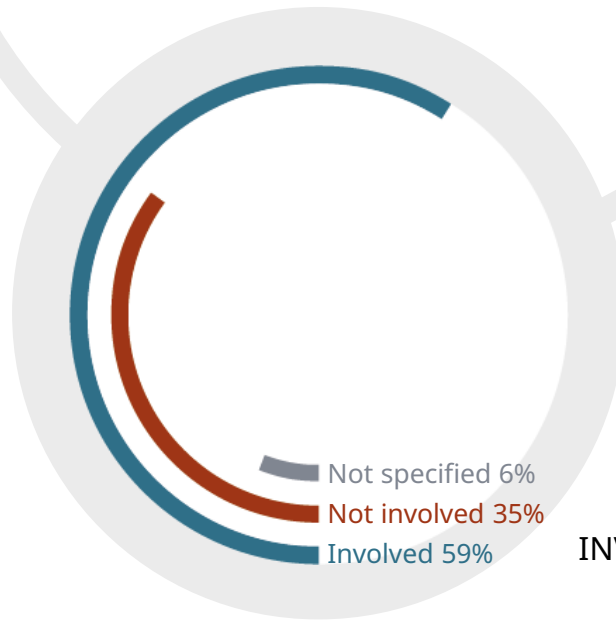


PetrolPlaza readership

GEOGRAPHICAL ANALYSIS




JOB FUNCTION ANALYSIS

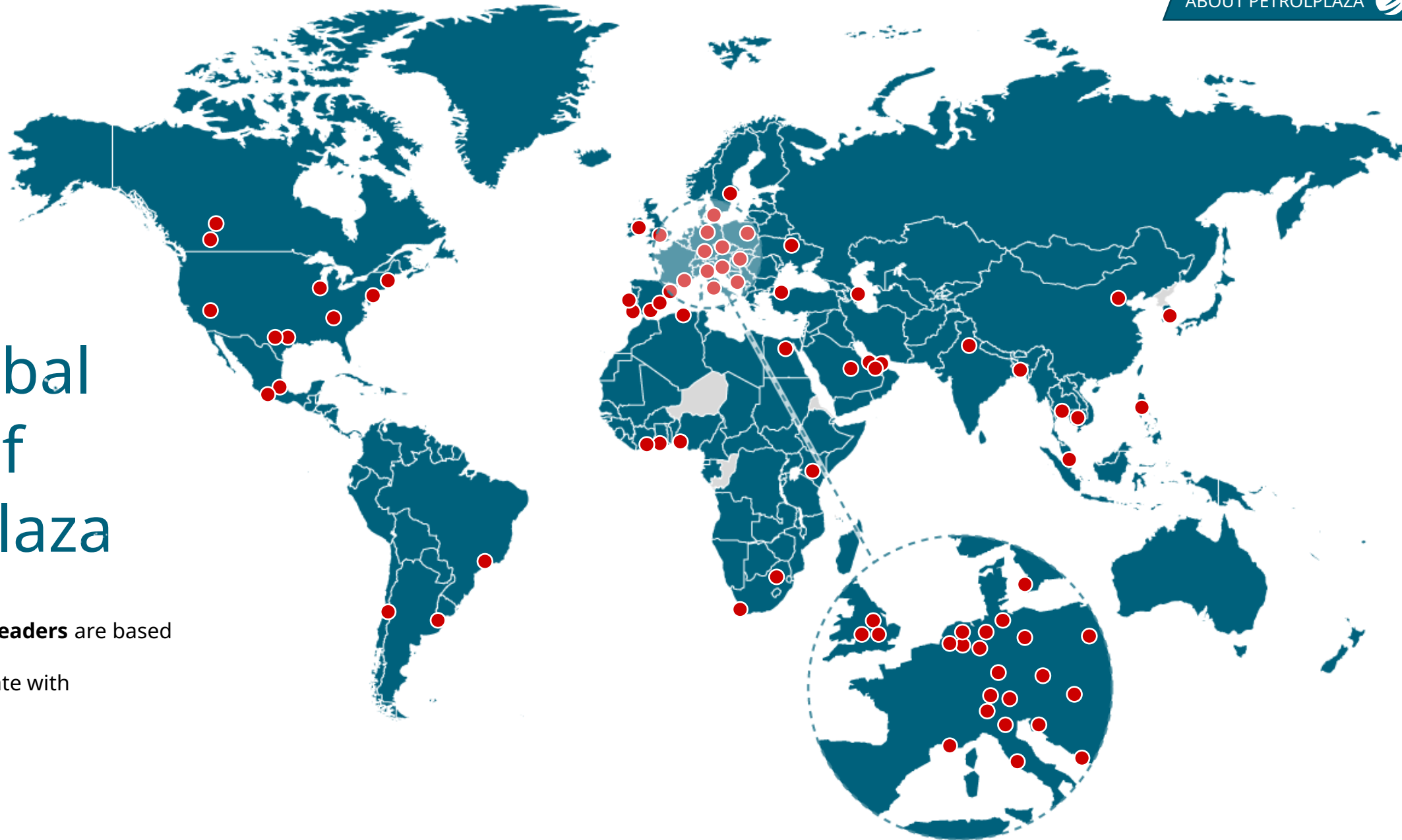


INVOLVED IN PROCUREMENT

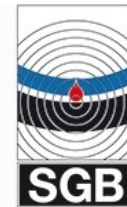
The global reach of PetrolPlaza

 Where PetrolPlaza **readers** are based

 **Events** we collaborate with



Some of our clients



Industry experts



Matias De Poli
Sales & Business Development
Director

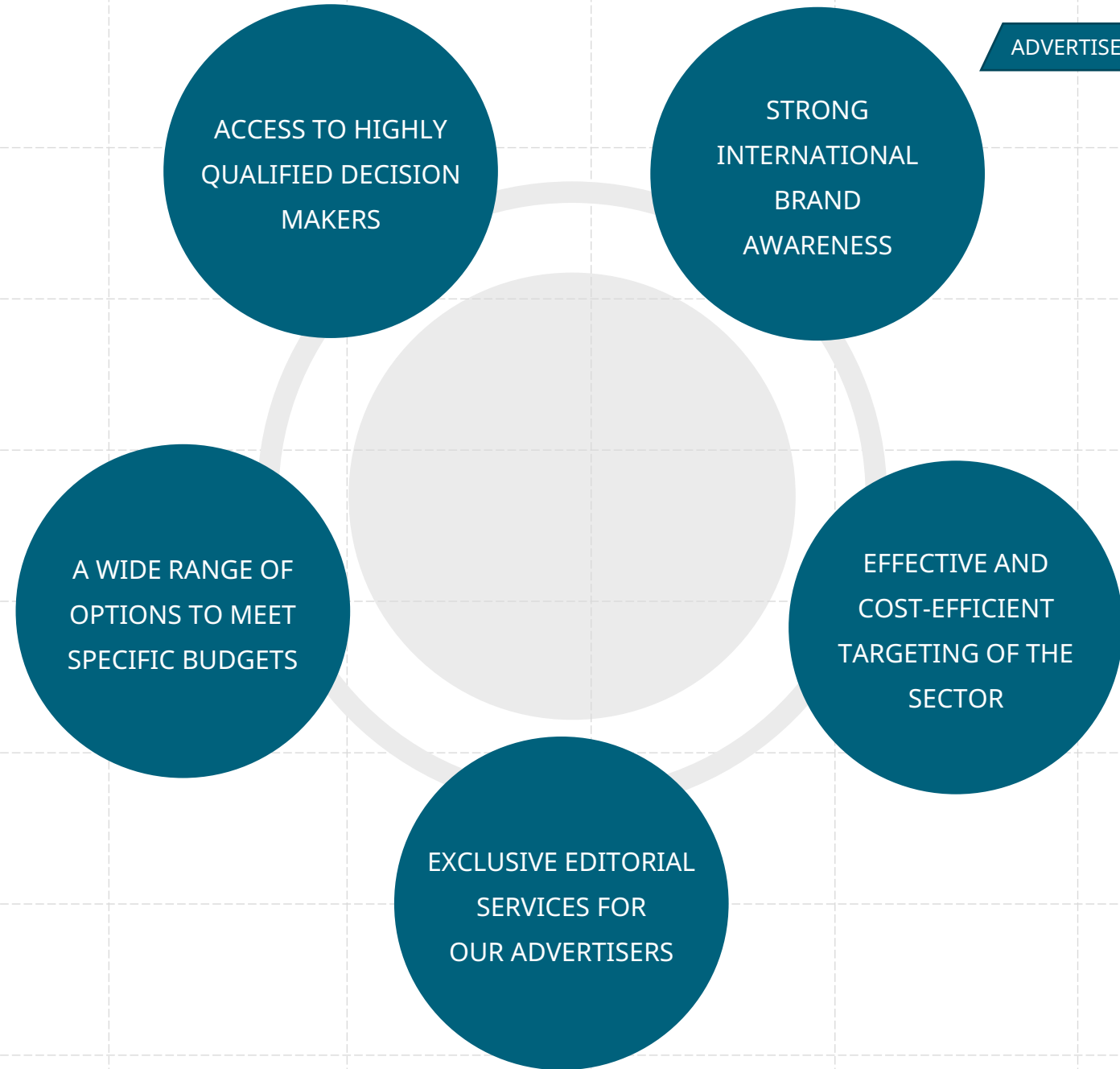
Working in international sales for a platform like PetrolPlaza is fascinating – we have clients in every continent advertising their products in multiple languages. It's exciting to be connected to the industry at this level.

As industry leaders we recognize the leading role that PetrolPlaza plays in our sector. We are proud of our long-standing relationship with them and look forward to shaping the future of fuel retail together.

Amy Cearley
Global Lead, Marketing &
Communications



5 good reasons to advertise on PetrolPlaza

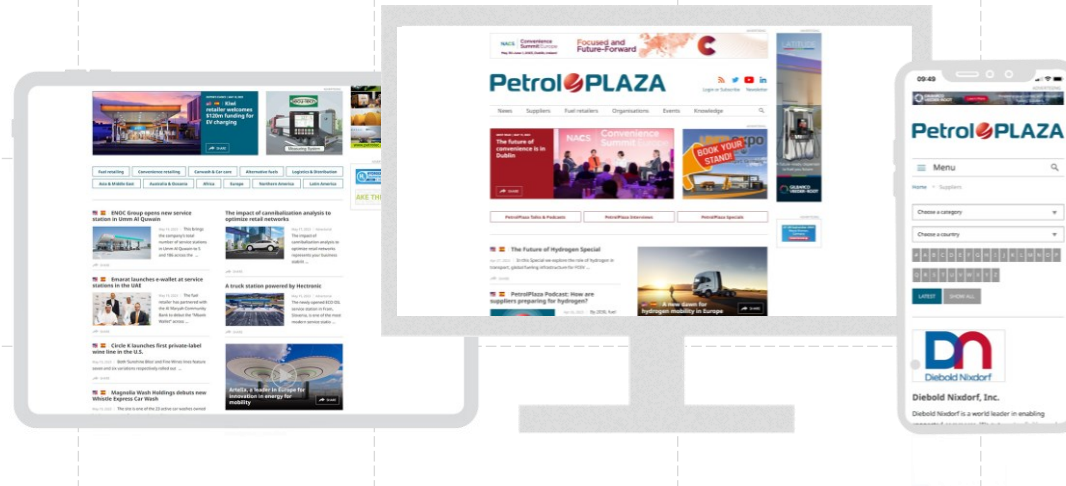


Why brand awareness is important

- Most B2B buyers trust the information from niche trade publications that have been around for years
- Building brand awareness is a lead nurturing tool: 89% of B2B buyers do online research and are 70% of the way through the decision-making process before they make contact with a company's sales team
- Click-through rates do not tell us much about the success of the ads. A good strategic campaign boosts awareness, drives conversions, educates stakeholders, and accelerates the sales cycle. These are difficult to measure and evaluate
- PetrolPlaza offers you everything for a perfect campaign: ads, advertorials, listings, editorial support and design

Being the most important industry platform, PetrolPlaza guarantees you brand awareness and recognition. The aim is to make your brand stick with potential customers: when the demand for your products or services arises, the customer will turn to you first.

All you need to know about advertising packages



Booking period and payment terms

- Most PetrolPlaza packages are booked for one year (52 weeks). Customized bookings are possible
- Banners on PetrolPlaza can be booked per week
- Advertorials and listings can start on any day
- All fees are payable in advance by bank transfer or credit card through secure online form

Banner positions

- Premium positions achieve the highest exposure. Premium pages are: start page, news page and two weekly newsletters
- Random banners move between all available menu sections. A high average display rate is secured for all random advertising

Banner formats

- Newsletter banners must be static. All other banners can be static or animated
- Acceptable banner formats: GIF, JPG, PNG, HTML5
- Acceptable video formats: YouTube or Vimeo link
- Complete artwork for banners, logos and videos must be supplied in due time. See specifications on page 30 – 32

Links and streaming

- PetrolPlaza banners can link to any external website or PetrolPlaza page
- The banners can also be linked to your own YouTube videos on your channel

BRANDING package

- BRANDING package is designed for companies that would like to show a certain level of awareness in the market at a low price
- BRANDING package runs for a period of 52 weeks (1 year) and is perfect for those who do not want to miss the opportunity to advertise their brand and products on the leading industry portal

RATES

Banner size	position	weeks	rate	total
Big size banner	random	6	230 €	1380 €
Content ad	random	6	100 €	600 €
Side banner	random	20	55 €	1100 €
Text ad	random	20	30 €	600 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		2 pieces	450 €	900 €
Total package value				5030 €
BRANDING discount				-2030 €
Total package price				3000 €
<i>Discounts for further upgrades</i>				<i>15%</i>

PROMOTIONAL package

- PROMOTIONAL package suits companies looking to boost their advertising campaigns with online media support for a limited period of time
- It runs for 26 weeks (6 months) and includes random as well as premium banners on the website and one advertorial, which can be used to upgrade the Supplier profile

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	3	800 €	2400 €
Big size banner	random	3	230 €	690 €
Side banner	premium	5	165 €	825 €
Text ad	random	15	30 €	450 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		1 piece	450 €	450 €
Total package value				5265 €
PROMOTIONAL discount				-2065 €
Total package price				3200 €
<i>Discounts for further upgrades</i>				<i>15%</i>

SILVER package

- A full year advertising package, particularly valuable for smaller companies and organisations with ambitious marketing objectives
- SILVER offers a cost-effective way of market communication and brand awareness with a well-balanced range of services

RATES

Banner size	position	weeks	rate	total
Big size banner	random	10	230 €	2300 €
Content ad	random	6	100 €	600 €
Side banner	random	20	55 €	1100 €
Text ad	random	16	30 €	480 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		2 pieces	450 €	900 €
Total package value				5830 €
SILVER discount				-1830 €
Total package price				4000 €
<i>Discounts for further upgrades</i>				<i>25%</i>

GOLD package

- A highly effective advertising package for companies that are looking for a strong online presence with minimum effort and at no great expense
- GOLD offers a well-balanced range of premium services that allows advertisers to continuously show awareness and regularly inform about their products and updates
- GOLD advertisers can expect between 800,000 and 1,000,000 views, or over depending on the campaign

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	6	800 €	4800 €
Middle size banner	random	20	130 €	2600 €
Content ad	premium	6	300 €	1800 €
Content ad	random	10	100 €	1000 €
Side banner	random	10	55 €	550 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		5 pieces	450 €	2250 €
Total package value				13450 €
GOLD discount				-5650 €
Total package price				7800 €
<i>Discounts for further upgrades</i>				<i>35%</i>

DIAMOND package

- A powerful advertising package, particularly valuable for international companies with ambitious marketing objectives in different markets
- DIAMOND offers a well-balanced range of premium services that allows advertisers to organise campaigns with high market penetration
- DIAMOND campaigns can be adjusted during the running time of the package

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	12	800 €	9600 €
Big size banner	random	6	230 €	1380 €
Middle size banner	premium	10	400 €	4000 €
Middle size banner	random	10	130 €	1300 €
Content ad	premium	14	300 €	4200 €
Content ad	random	10	100 €	1000 €
Mobile banner	exclusive	2	500 €	1000 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		9 pieces	450 €	4050 €
Total package value				26980 €
DIAMOND discount				-12680 €
Total package price				14300 €
<i>Discounts for further upgrades</i>				<i>45%</i>

PLATINUM package

- PLATINUM package is perfect for global international companies with several brands and allows to create highly effective and focused online campaigns
- PLATINUM usually includes over 60 banners that can be easily allocated to different brands or campaigns
- PLATINUM includes enough advertorials to cover all company announcements, launches and news during the year
- PLATINUM campaigns can be adjusted during the running time of the package
- The PLATINUM discount is 50%

RATES

Banner size	position	total
All banners	all positions	
All advertorials	all positions	
All upgrades	all positions	
Total package value		40000 €
PLATINUM discount		-20000 €
Total package price		20000 €
<i>Discounts for further upgrades</i>		<i>50%</i>

Customer care



Katerina Schöffel
Communications Executive

During my seven years at PetrolPlaza we have maintained the highest standards for our services. We strive to be the best platform possible for advertisers, retailers and associations to share their products and innovations.

The PetrolPlaza team has always shown flexibility in the service it provides. From banners adjustments to timelines, it's been great working with them.

Stefanie Kraemer
Marketing



Supplier profile

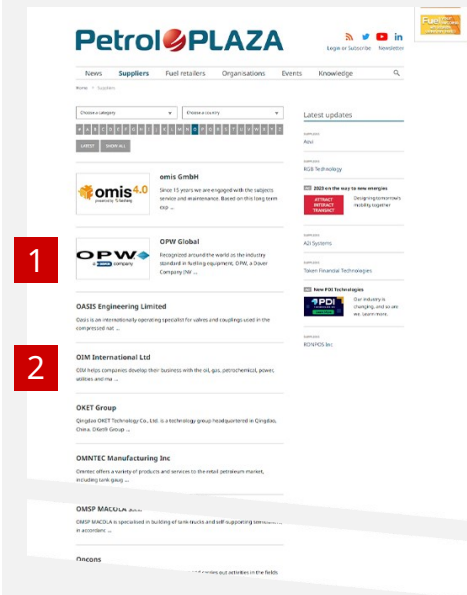
The PetrolPlaza Supplier profile includes all relevant suppliers of equipment and services in the fuel retailing, fuel logistics and car wash industries. Companies can be found by equipment and services category, by country or by company name in alphabetical order.

Subscription terms

- Premium supplier profiles are booked on subscription basis
- Subscriptions are payable in advance for one year
- Subscriptions can start on any day of the year
- If 6 weeks before the end of a subscription year no termination notice is received, an invoice will be issued for the next subscription year.

RATES

Premium supplier profile, 1 year	450 €
Video upgrade	225 €
Language upgrade	225 €



SUPPLIER LISTING

- 1 Premium profile
- 2 Basic profile

Supplier profile

Basic supplier profile

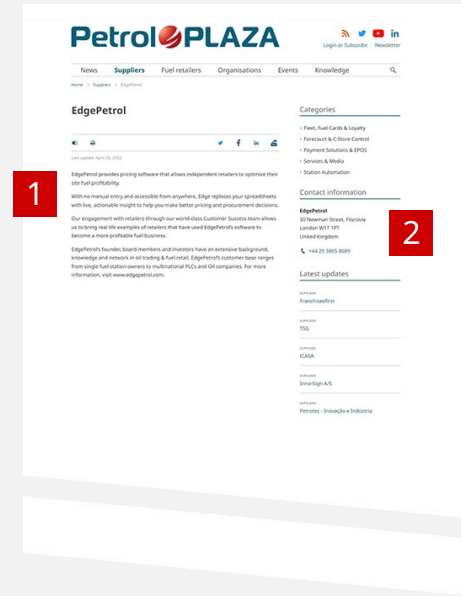
- Company description
- Company address and phone number
- Respective categorisation

The basic supplier profile is free of charge.

Premium supplier profile

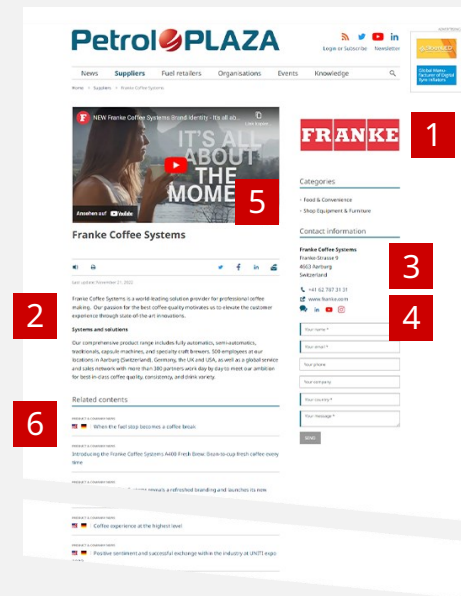
- Your entry on top of the list
- Your logo and website link
- Your logo appears on the start page
- Full contact details with email address
- Links to your social media
- Contact form for potential requests
- Links to the related content about your company published on PetrolPlaza
- Listing in the newsletter
- 10% discount on further advertorials

In addition to the basic features.



BASIC SUPPLIER PROFILE

- 1 Description
- 2 Full contact details



PREMIUM SUPPLIER PROFILE

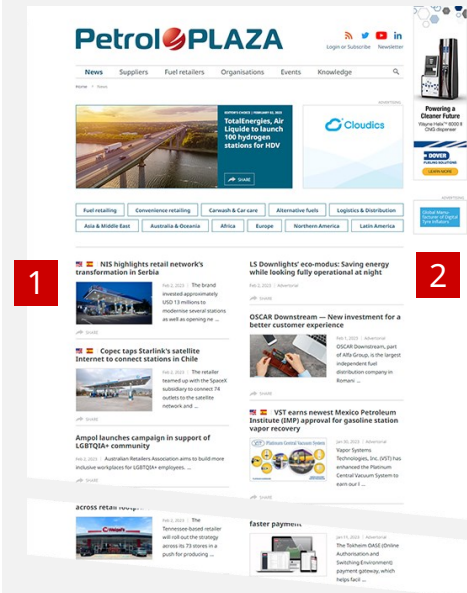
- 1 Logo
- 2 Description
- 3 Full contact details
- 4 Social Media
- 5 Video upgrade
- 6 Related content

Product & Company news

- The PetrolPlaza News section is the ideal promotional platform for your new products
- Product & Company news listings are placed next to the website's Industry News
- In addition, each Product & Company news story is featured in the weekly newsletter
- A Product & Company news story stays online for 2 months
- At the end of this booking period, the story will disappear from the news page but still remain available to readers in the PetrolPlaza archive

RATES

Product & Company news, 8 week	450 €
Video upgrade	225 €
Language upgrade	225 €



NEWS SECTION

- 1 Product & Company news
- 2 Case study

Product & Company news

- Title and text (product description, company presentation, etc.) with no word limit
- Image gallery of up to 5 images
- Your company logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your recent articles on PetrolPlaza
- Listing in one newsletter issue



PRODUCT & COMPANY NEWS

- 1 Text
- 2 Image gallery
- 3 Contact details

Case study

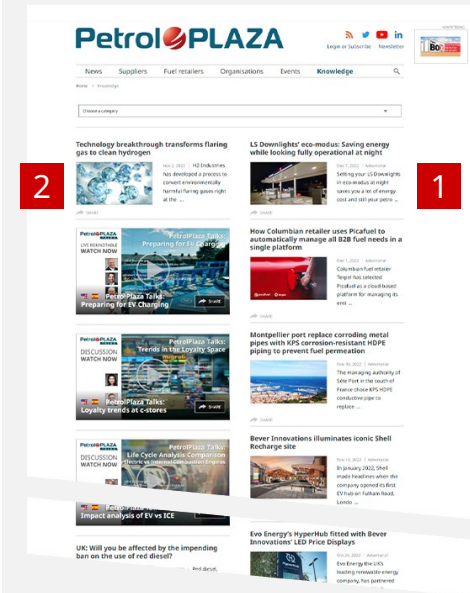
Case studies published in the PetrolPlaza Knowledge section demonstrate how products, systems and services work in practice. They can stay online on the website for up to 2 years. The most recent entry is always located at the top of the page. A short notice is also published for two weeks on the News page

Case studies

- Title and text with no word limit
- Image gallery of up to 9 images
- Your company logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your recent articles on PetrolPlaza
- Listing in one newsletter issue

RATES

Case study, 2 years	450 €
Video upgrade	225 €
Language upgrade	225 €



KNOWLEDGE SECTION

- 1 Case study
- 2 Technology article

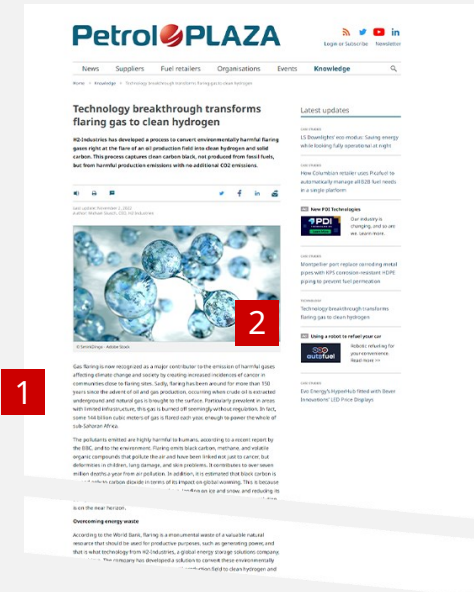
Knowledge section

The Knowledge section is home to expert pieces, technical articles and studies. A platform for industry expertise that focuses on regulatory changes, technical innovations and quality research from companies, individuals and associations.

This section is a perfect opportunity to share your knowledge, vision and experience with industry peers.

All contents require editorial approval. The publication is free of charge but promotional contents are not allowed.

Contact our Editor-in-Chief for more information.



KNOWLEDGE SECTION

- 1 Text
- 2 Image gallery

Event calendar

PetrolPlaza lists relevant industry events in its event calendar.

Basic listing includes event name, description, date, location, and comment field.

The basic event listing is free of charge.

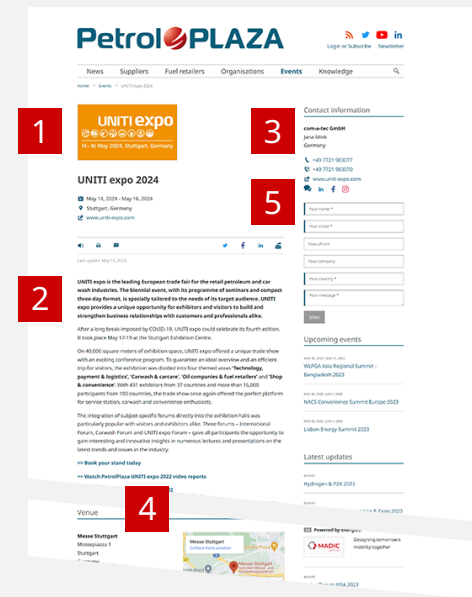
Premium listing can be booked in order to increase brand awareness and get feedback from interested visitors. In addition to the basic features, a premium listing includes:

- Event logo and website link
- Full contact details, including contact person
- Contact form for potential requests
- Venue address with map
- Social media links
- Listing in two newsletter issues

RATE

Premium event listing

450 €



EVENT PREMIUM LISTING

- 1 Event Logo
- 2 Description
- 3 Contact details
- 4 Map
- 5 Social Media

Special newsletters

PetrolPlaza runs a successful series of Special newsletters. The newsletters are distributed approximately every three months and cover specific topics of interest to our readers. All special editions can be found on the PetrolPlaza start page.

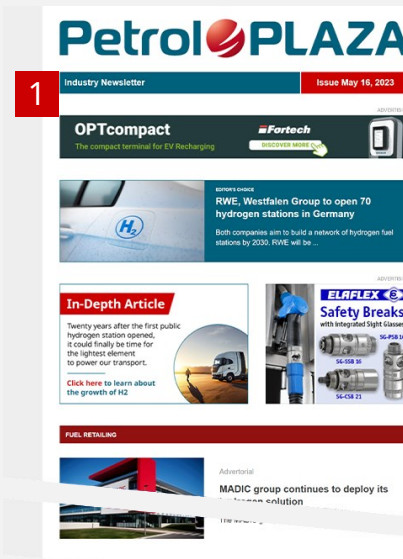
Each Special newsletter has up to three exclusive banners (728 x 90 px), booked on a first come, first served basis.

Special newsletter calendar 2024

- **February** – Smart Shopping
- **April** – The Mobility Revolution
- **June** – UNITI expo 2024
- **August** – Future of Payments
- **December** – The Multi-Energy Hub

RATE

Special banner*	1000 €
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SPECIAL NEWSLETTER

- 1 Special banner

* Respective package discount applies

International & Relevant



Gonzalo Solanot
Editor

We see great opportunities in Latin America – the service station industry is changing rapidly. We will be covering all the developments and keeping a close eye on the opportunities that arise for suppliers and retailers.

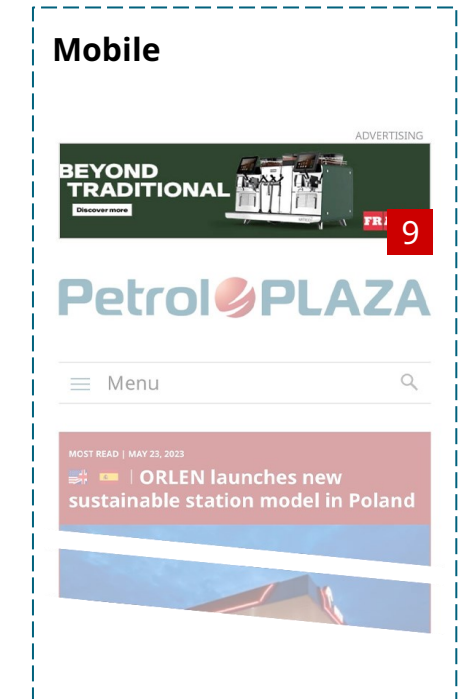
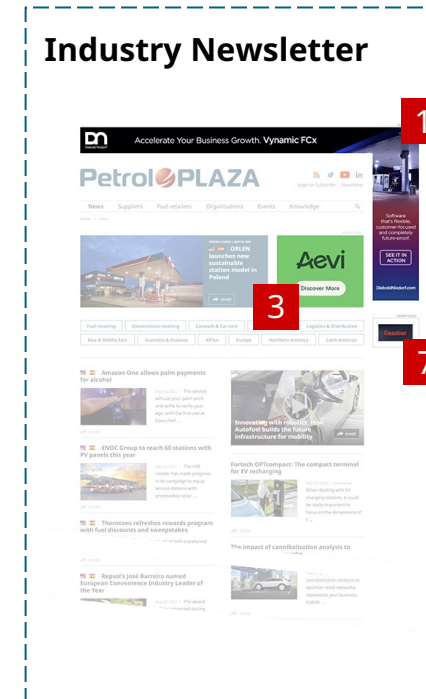
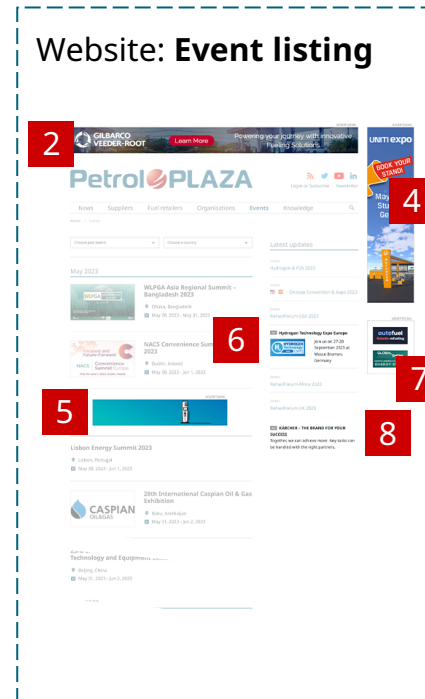
As the fueling and convenience industry changes rapidly, PetrolPlaza does a great job of covering all relevant industry topics. It's a great platform to share our messages and showcase our innovative solutions to a very relevant audience.

Nino Hörtrich
Head of Global Marketing Retail



Examples of banner formats

- 1** Wallpaper banner
- 4** Skyscraper
- 7** Side banners
- 2** Top banner
- 5** Middle size banner
- 8** Text ad
- 3** Rectangle ad
- 6** Content ad
- 9** Mobile banner



Rates and specifications

TOP BANNER* (BIG SIZE)

	Newsletter	website
w x h in pixels	728 x 90	980 x 90
max. file size	70 kB	90 kB

**Top banner has different sizes on the website and in newsletter*



position	rate*
random	230 €
premium	800 €

RECTANGLE AD (BIG SIZE)

w x h in pixels	300 x 250
max. file size	80 kB



position	rate*
random	230 €
premium	800 €

SKYSCRAPER (BIG SIZE)

w x h in pixels	160 x 600
max. file size	90 kB



position	rate*
random	230 €
premium	800 €

* Rates per week

Rates and specifications

MIDDLE SIZE BANNER

w x h in pixels	460 x 90
max. file size	60 kB



position	rate*
random	130 €
premium	400 €

CONTENT AD*

w x h in pixels	120 x 60
max. file size	30 kB
headline + copytext	30 + 65 characters



position	rate*
random	100 €
premium	300 €

TEXT AD

headline	36 characters
copytext	80 characters



position	rate*
random	30 €
premium	100 €

**Consists of image and text – see example*

* Rates per week

Rates and specifications

SIDE BANNER

w x h in pixels	120 x 60
max. file size	30 kB



position	rate*
random	55 €
premium	165 €

WALLPAPER BANNER*

	horizontal	vertical
w x h in pixels	1010 x 90	160 x 600
max. file size	80 kB	90 kB

**Consist of two images – see the example*



position	rate*
random	300 €
premium	1000 €

MOBILE BANNER*

w x h in pixels	580 x 150
max. file size	90 kB



position	rate*
mobile	500 €

**Exclusive banner on top of all pages in the PetrolPlaza mobile version*

* Rates per week

Additional PR services

- Services are provided by com-a-tec GmbH, a well-known advertising agency within our industry, with 30 years of experience and a team of 30 marketing specialists
- com-a-tec can offer all PR services
- PR consulting implies regular talks and updates from our team industry experts about publication of your press releases



Who stands behind PetrolPlaza?

PetrolPlaza is operated by com-a-tec GmbH, a B2B communications agency actively involved in the retail petroleum and car wash business and a co-organiser of the leading European trade fair UNITI expo.

THE COMMUNICATION AGENCY **COM-a-TEC**

RATES

Service	price per hour	price per unit
PR consulting about PetrolPlaza content with our team industry experts	95 €	-
Press releases and distribution		
Press release copywriting (in English), incl. briefing, writing, proofreading, correction before approval	-	450 €
Translation into Spanish, German or Russian	-	150 €
Translation into other languages	-	TBD
Creating a PR template layout design with logo, contact details, etc. for the distribution, one-time service	-	150 €
Banner and print adverts design		
Banner design, 5-10 formats (banner sizes)	-	1000 €

Global Leaders

Ben Boroewtisch
CEO



After 20 years we continue to be the leading online global publication for the fuel retail industry. With a new focus on clean energies, mobility and convenience, we will continue to hold that role for the years to come.

OpenRoom and PetrolPlaza have successfully worked together for the better part of two decades. Their coverage and support of our international events has helped us immensely.

Emma Faure
Director



For all enquiries and bookings, please contact the team



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We look forward to
**welcome you as a premium
PetrolPlaza advertiser!**

