

Florida Petroleum Marketers Association, Inc.

## MEDIA GUIDE



**GROW YOUR MARKET SHARE IN FLORIDA'S  
\$49 BILLION PETROLEUM MARKETING AND  
CONVENIENCE STORE INDUSTRY**

***Petrogram*** quarterly magazine  
***Membership Directory & Buyers' Guide***

FOR MORE INFORMATION, PLEASE CONTACT:

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Naylor Association Solutions  
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## WHY ADVERTISE WITH FPMA?

- Our members represent **nearly 100 percent** of the petroleum marketers and convenience store professionals in Florida.
- FPMA publications **reach the key decision makers responsible for nearly 10,000 stores** including presidents, CEOs, managers, and government officials.
- Florida is the **third largest** petroleum marketer and convenience store market in the U.S.
- **BONUS DISTRIBUTION!** *Petrogram* will be distributed to all attendees at the 2018 Sunshine Expo.

## WHO WE ARE

FPMA is a nationally recognized, marketer driven association dedicated to fostering the business health and vitality of Florida's petroleum marketers, dealers, suppliers and convenience store retailers.

**Get your company in front of the leaders in Florida's \$49 billion petroleum marketing and convenience store industry throughout the year! Call your Naylor account executive today to reserve your space.**



### **Petrogram**

quarterly print & digital magazine



### **Membership Directory & Buyers' Guide**

print & digital editions

**We represent some of the nation's largest chains, including:**

BP	Gulf
Chevron	Marathon
Shell	Motiva
CITGO	Sunoco
ExxonMobil	Valero

# Petrogram quarterly magazine Membership Directory & Buyers' Guide

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2-3x	4-5x
<b>Double Page Spread</b>	\$3,549.50	\$3,379.50	\$3,189.50
<b>Outside Back Cover</b>	\$2,809.50	\$2,689.50	\$2,569.50
<b>Inside Front or Inside Back Cover</b>	\$2,609.50	\$2,489.50	\$2,369.50
<b>Tab</b> (directory only)	\$2,509.50	n/a	n/a
<b>Full Page</b>	\$2,409.50	\$2,289.50	\$2,169.50
<b>2/3 Page</b>	\$2,079.50	\$1,979.50	\$1,869.50
<b>1/2-Page Island</b> (magazine only)	\$1,779.50	\$1,689.50	\$1,609.50
<b>1/2 Page</b>	\$1,519.50	\$1,449.50	\$1,369.50
<b>1/3 Page</b>	\$1,139.50	\$1,079.50	\$1,029.50
<b>1/4 Page</b>	\$869.50	\$829.50	\$779.50
<b>1/6 Page</b>	\$689.50	\$659.50	\$619.50
<b>1/8 Page</b>	\$519.50	\$489.50	\$469.50

Black-and-White Rates	1x	2-3x	4-5x
<b>Full Page</b>	\$1,519.50	\$1,449.50	\$1,369.50
<b>2/3 Page</b>	\$1,329.50	\$1,269.50	\$1,189.50
<b>1/2-Page Island</b> (magazine only)	\$1,129.50	\$1,069.50	\$1,019.50
<b>1/2 Page</b>	\$979.50	\$929.50	\$869.50
<b>1/3 Page</b>	\$729.50	\$689.50	\$659.50
<b>1/4 Page</b>	\$579.50	\$549.50	\$509.50
<b>1/6 Page</b>	\$429.50	\$409.50	\$389.50
<b>1/8 Page</b>	\$339.50	\$319.50	\$309.50

\*Members receive a 5% discount off of display advertising rates.

## Digital Edition Branding Opportunities

**Sponsorship** | \$625

**Toolbar** | \$260

**Leaderboard** | \$850

**Skyscraper** | \$825

**"Ad Jolt" Upgrade** | \$330\*

\* This price will be in addition to your regular priced ad.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of July 2017)

# Petrogram quarterly magazine digital edition

## Digital Edition – <http://www.naylor.com/fpc-nxt/>

In addition to print, *Petrogram* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. *Each issue is emailed to readers as well as posted on the FPMA website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the the issue online or download and print for later

### Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

## Ad Positions



### Digital Toolbar | \$260 per issue

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

### Digital Skyscraper | \$825 per issue

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Leaderboard | \$850 per issue

The digital leaderboard is displayed above the digital edition the entire time it is open, giving your message constant and lasting exposure at the center of the screen.

### Digital Sponsorship | \$625 per issue

Your message will be prominently displayed directly across from the cover of the magazine.

### Ad "Jolt" Upgrade | \$330\*

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

\* This price will be in addition to your regular priced ad.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.



# Membership Directory & Buyers' Guide digital edition

## Digital Edition – <http://www.naylor.com/fpc-directory/>

In addition to print, the *Membership Directory & Buyers' Guide* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertisers' websites. *Each issue is emailed to readers as well as posted on the FPMA website. An archive of issues is available, securing your ad a lasting online presence.*

### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire directory**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**
- **Read the issue online or download and print for later**

### Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

## Ad Positions



### Digital Toolbar | \$260 per issue

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

### Digital Skyscraper | \$825 per issue

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

### Digital Leaderboard | \$850 per issue

The digital leaderboard is displayed above the digital edition the entire time it is open, giving your message constant and lasting exposure at the center of the screen.

### Digital Sponsorship | \$625 per issue

Your message will be prominently displayed directly across from the cover of the directory.

### Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

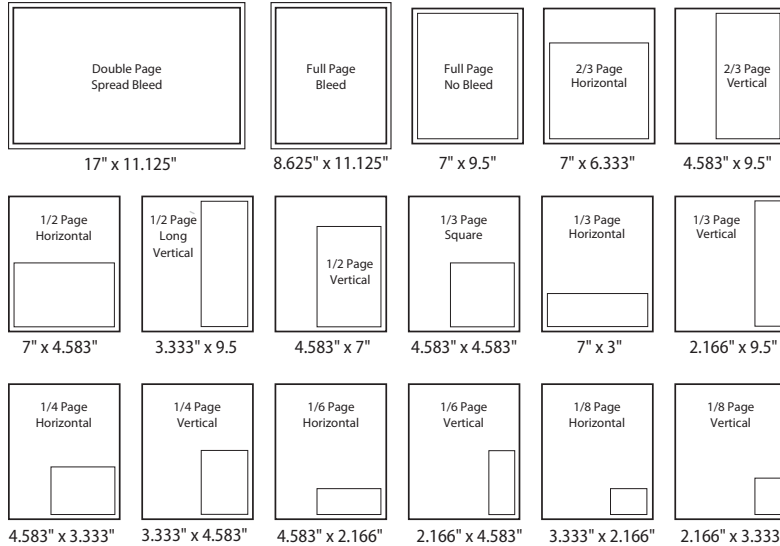
Online Specifications - For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

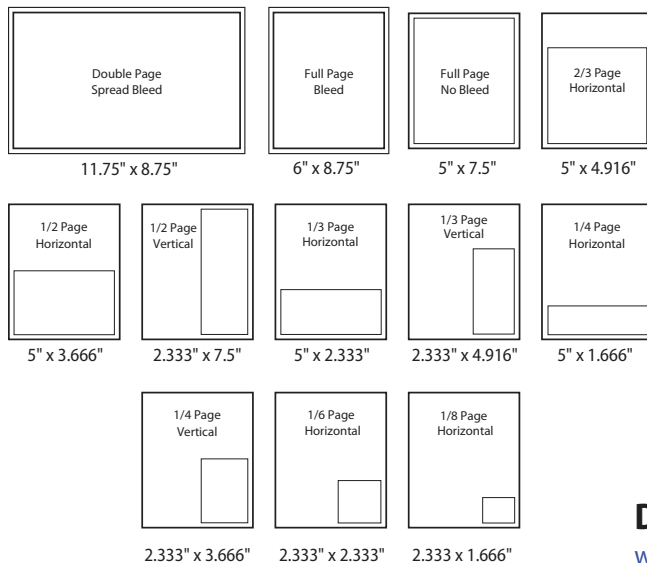
# Petrogram quarterly magazine Membership Directory & Buyers' Guide

## Print Advertising Specifications

**Magazine Trim Size: 8.375" x 10.875"**



**Roster Trim Size: 5.75" x 8.5"**



### Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**Note:** Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

### Directory/Magazine:

**DPS Live Area: 15.417" x 9.5"**

**Full-Page Live Area: 7" x 9.5"**

### Roster:

**DPS Live Area: 10.75" x 7.5"**

**Full Page Live Area: 5" x 7.5"**

### Digital Edition - For more information, visit:

[www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

## Specs for Outsert/Inserts

### Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

1 Pg / 2 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Postal flyersheets 8.5" x 11"

### Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"

Heavy Card Stock Insert 5.25" x 8.25"

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ads copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

# Petrogram quarterly magazine Membership Directory & Buyers' Guide

## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Accounting Services                     | <input type="checkbox"/> Dairy Products & Accessories          | <input type="checkbox"/> Janitorial Services                   |
| <input type="checkbox"/> Advertising                             | <input type="checkbox"/> Deli Foods                            | <input type="checkbox"/> Leak Detection                        |
| <input type="checkbox"/> Age Verification                        | <input type="checkbox"/> Drums                                 | <input type="checkbox"/> Legal Services                        |
| <input type="checkbox"/> Alcohol (Beer & Wine)                   | <input type="checkbox"/> Emergency Response Numbers            | <input type="checkbox"/> Lottery                               |
| <input type="checkbox"/> Audio & Intercom Systems                | <input type="checkbox"/> Employment/Personnel                  | <input type="checkbox"/> Lubricating Equipment                 |
| <input type="checkbox"/> Audio Tapes, CDs, Cassettes             | <input type="checkbox"/> Energy Services/Lighting              | <input type="checkbox"/> Lubrication & Petroleum Equipment     |
| <input type="checkbox"/> Automated Fueling                       | <input type="checkbox"/> Environmental Consultants             | <input type="checkbox"/> Novelty/Promotional Products          |
| <input type="checkbox"/> Automated Teller Machines               | <input type="checkbox"/> Environmental Engineering             | <input type="checkbox"/> Oil Companies                         |
| <input type="checkbox"/> Bakery Goods & Equipment                | <input type="checkbox"/> Environmental Services                | <input type="checkbox"/> Pay Telephones                        |
| <input type="checkbox"/> Beverages (Non-Alcoholic)               | <input type="checkbox"/> Fast Foods/Branded                    | <input type="checkbox"/> Petroleum Dispensing Equipment        |
| <input type="checkbox"/> Building Structures & Canopies          | <input type="checkbox"/> Financial Services                    | <input type="checkbox"/> Petroleum Equipment Service Companies |
| <input type="checkbox"/> Cabinets - Custom Design & Installation | <input type="checkbox"/> Food & Beverage Distributors          | <input type="checkbox"/> Petroleum Refiners & Suppliers        |
| <input type="checkbox"/> Car Wash Equipment                      | <input type="checkbox"/> Food Service Equipment                | <input type="checkbox"/> Petroleum Transportation              |
| <input type="checkbox"/> Cathodic Protection                     | <input type="checkbox"/> Franchise Opportunities               | <input type="checkbox"/> Prepaid Phone Cards                   |
| <input type="checkbox"/> Cigarettes                              | <input type="checkbox"/> Frozen Foods                          | <input type="checkbox"/> Publications                          |
| <input type="checkbox"/> Civil & Environmental Engineering       | <input type="checkbox"/> Fuel Additives                        | <input type="checkbox"/> Point of Purchase/Point of Sale       |
| <input type="checkbox"/> Coffee Services                         | <input type="checkbox"/> Fuel & Service Work                   | <input type="checkbox"/> Pet Supplies                          |
| <input type="checkbox"/> Communication Systems                   | <input type="checkbox"/> Gas/Auto-Related                      | <input type="checkbox"/> Refrigeration Equipment               |
| <input type="checkbox"/> Computer Hardware/Software              | <input type="checkbox"/> Gas Pumps & Equipment                 | <input type="checkbox"/> Workers' Compensation                 |
| <input type="checkbox"/> Confectionary & Candy                   | <input type="checkbox"/> General Grocery                       | <input type="checkbox"/> Other: _____                          |
| <input type="checkbox"/> Construction/Designers                  | <input type="checkbox"/> General Merchandise                   | _____  |
| <input type="checkbox"/> Construction Management                 | <input type="checkbox"/> Grocery Wholesalers                   | _____  |
| <input type="checkbox"/> Construction Management                 | <input type="checkbox"/> Health & Beauty Aids                  |  |
| <input type="checkbox"/> Consultants - Environmental             | <input type="checkbox"/> Insurance                             |  |
| <input type="checkbox"/> Convenience Store Suppliers             | <input type="checkbox"/> Insurance - Employee Benefits         |  |
| <input type="checkbox"/> Convenience Stores                      | <input type="checkbox"/> Insurance - Underground Storage Tanks |  |
| <input type="checkbox"/> Credit Card Services                    | <input type="checkbox"/> Inventory Control                     |  |

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# Petrogram quarterly magazine

## Direct-Mail and Belly Band Opportunities

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which *Petrogram* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around *Petrogram* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece or belly band to the digital publication for a nominal fee — simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Sample Belly Band

### Net Rates\*

Surfaces	Print Distribution Only	Print & Digital Distribution
Belly Band	<input type="checkbox"/> \$3,789.50	Not available
1 page (2 surfaces)	<input type="checkbox"/> \$1,229.50	<input type="checkbox"/> \$1,379.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$1,449.50	<input type="checkbox"/> \$1,649.50
Postcard	<input type="checkbox"/> \$1,229.50	<input type="checkbox"/> \$1,379.50

**Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by the advertiser.**

\*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (FPC-Q0418)

**Please sign and return to:**





# Petrogram quarterly magazine digital edition

## Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

### 1. Select from the following options:

- Digital Sponsorship** | \$625
- Digital Skyscraper** | \$825
- Digital Leaderboard** | \$850
- Digital Toolbar** | \$260
- Ad "Jolt" Upgrade** | \$330

*All rates are per insertion. Invoices are issued upon publication.*

### 2. Choose the issue(s) in which you would like your ad to run:

- Winter 2018 (FPC-Q0418)
- Spring 2019 (FPC-Q0119)
- Summer 2019 (FPC-Q0219)
- Fall 2019 (FPC-Q0319)

3. Total your order: \$ \_\_\_\_\_ (Ad Price) x \_\_\_\_\_ (Number of Issues) = \$ \_\_\_\_\_ **TOTAL PRICE**

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (FPC-Q0418)

**Please sign and return to:**

**NAYLOR**   
ASSOCIATION SOLUTIONS



# Membership Directory & Buyers' Guide digital edition

## Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

Select from the following options:

- Digital Sponsorship** | \$625
- Digital Skyscraper** | \$825
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- Digital Toolbar** | \$260

*All rates are per insertion. Invoices are issued upon publication.*

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This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (FPC-R0018)

**Please sign and return to:**



# Petrogram quarterly magazine Membership Directory & Buyers' Guide

## Products and Services Listings

Tell potential customers about the solutions your company provides by including your company profile in the Products and Services Guide sections of the magazine and directory. Listings are grouped under the category of your choice to ensure the professionals in the market for your products/services can quickly locate your company's listing. Call today to upgrade your listing and separate yourself from your competitors.

### 1. Select from the following options:

**Gold Package: \$309.50**

*Includes:*

- Full-color logo
- Company profile: 50 words or fewer
- One category

**Silver Package: \$259.50**

*Includes:*

- Black-and-white logo
- Company profile: 50 words or fewer
- One category

**Bronze Package: \$129.50**

*Includes:*

- Company profile: 50 words or fewer
- One category

*All rates are for initial profile. Additional identical profiles are 50% off.*

### 2. Choose the issue(s) in which you would like your ad to appear:

- Winter 2018 (FPC-Q0418)
- Spring 2019 (FPC-Q0119)
- Summer 2019 (FPC-Q0219)
- Fall 2019 (FPC-Q0319)
- Membership Directory & Buyers' Guide (FPC-R0018)

*Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.*

### 3. Indicate your category(ies):

1. \_\_\_\_\_ (Free with listing)
2. \_\_\_\_\_ (50% off if same info)
3. \_\_\_\_\_ (50% off if same info)

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (FPC-Q0418) (FPC-R0018)

**Please sign and return to:**

**NAYLOR**   
ASSOCIATION SOLUTIONS



# Petrogram quarterly magazine Membership Directory & Buyers' Guide

## FPMA Bundled Package Options

FPMA offers bundled packages to fit your marketing needs. Whether you need to connect with members in print or online, our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your Naylor account executive.

### Package A | \$8,965.50

- Full-page, full-color ad in the annual *Membership Directory & Buyers' Guide*
- Full-page, full-color ad in the next four issues of *Petrogram* magazine

**Package A**  
**Net Price: \$10,847.50**  
**Annual Savings: \$1,882**  
**Package Price: \$8,965.50**

### Package B | \$5,650.50

- 1/2-page, full-color ad in the annual *Membership Directory & Buyers' Guide*
- 1/2-page, full-color ad in the next four issues of *Petrogram* magazine

**Package B**  
**Net Price: \$6,847.50**  
**Annual Savings: \$1,197**  
**Package Price: \$5,650.50**

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (FPC-Q0418) (FPC-R0018)

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# Membership Directory & Buyers' Guide

## Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the *Membership Directory & Buyers' Guide* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around the *Membership Directory & Buyers' Guide* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

### Net Rates\*

Surfaces	Print & Digital Distribution
Belly Band	<input type="checkbox"/> \$4,289.50
1 page (2 surfaces)	<input type="checkbox"/> \$1,599.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$1,999.50
Postcard	<input type="checkbox"/> \$1,599.50

**Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the Belly Band are furnished by advertiser.**

\*Advertisers placing a display ad and direct-mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

\*\*3 pages (6 surfaces) or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

Payment Authorization Signature: X \_\_\_\_\_ Date: \_\_\_\_\_

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# Membership Directory & Buyers' Guide

## Tab Special

Place your company's message directly on the die-cut tabs of the *Membership Directory & Buyers' Guide*. Readers use the tabs to locate specific sections of the directory, giving your company's message unparalleled exposure throughout the year. Take advantage of this discounted rate, and make sure your company is well-represented to the members of FPMA. There are a limited number of tabs available, and positions will be awarded on a first-come, first-served basis. **Please complete the form below and return to your account representative.**

Select from the following options: *(All rates are per insertion.)*

- Tab 1A - **FPMA Leadership and Programs:** \$2,439.50
- Tab 1B - **FPMA Leadership and Programs:** \$2,439.50
- Tab 2A - **Patron Members:** \$2,439.50
- Tab 2B - **Patron Members:** \$2,439.50
- Tab 3A - **Marketers/Dealers:** \$2,439.50
- Tab 3B - **Marketers/Dealers:** \$2,439.50
- Tab 4A - **Supplier Members:** \$2,439.50
- Tab 4B - **Supplier Members:** \$2,439.50
- Tab 5A - **Government & Emergency Numbers:** \$2,439.50
- Tab 5B - **Government & Emergency Numbers:** \$2,439.50
- Tab 6A - **Indexes:** \$2,439.50
- Tab 6B - **Indexes:** \$2,439.50



Sample

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## Advertiser Information:

Company Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

**I agree to all the terms of the rate sheet and this contract as applicable for my company.**

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# Petrogram quarterly magazine Membership Directory & Buyers' Guide

## Past Advertisers

We appreciate the investment that our advertisers make with the Florida Petroleum Marketers Association, Inc. and would like to publicly thank them for their support. We strongly encourage our members to do business with vendors that support our association by advertising in our publications. We would like to thank:

American Wholesale Refrigeration Company	LBT, Inc.
Best Industries, Inc.	Marathon Petroleum Company
BP Petroleum	Mark Bentley, PA
Cheyenne International, LLC	Moffa, Sutton, & Donnini, P.A.
CO2Meter, Inc.	Morris & Reynolds Insurance
Commercial Pay Vacuum, Inc.	Murphy Oil USA, Inc.
CompX Security	Oldcastle Precast, Inc.
Core-Mark International	Patriot Capital
Dosal Tobacco Corporation	PMP Corporation
E.O. Habegger Co., Inc.	RDM Industrial Electronics
Eagle Transport Corp.	Santa Fe Natural Tobacco Company
Environmental Insurance Agency	Scandinavian Tobacco Group Lane Ltd.
ExxonMobil Fuels Marketing Co.	Shady Vent Construction
Florida Lottery	Sinclair Oil Corporation
Galloway Chemical	SkyBitz Petroleum Logistics
Gaylord, Merlin, Ludovici & Diaz	Smokey Mountain Snuff
Georgia Oilmen's Services, Inc.	Source North American Corp.
Great Dane Petroleum Contractors, Inc.	South Pointe Insurance Services, LLC
Guardian Fueling Technologies	Sunoco, Inc.
Gulf Oil	The Jack Olsta Co.
Hinson Oil Company, Inc.	USAmeriBank
Hopkins Appraisal Services	Valero Energy Corporation
Hy-Tech Petroleum Maintenance, Inc.	Vaporz X
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