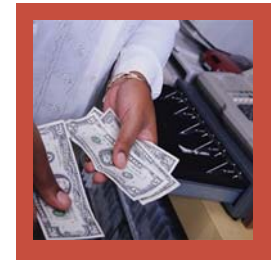
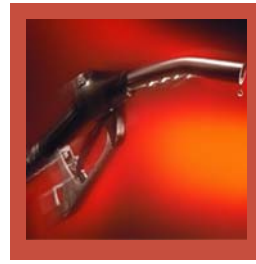




Florida Petroleum Marketers and Convenience Store Association



Target the **third largest** petroleum marketer and c-store market in the U.S.

The FPMA Advantage

- Members are **key-decision makers who own and operate c-stores, service stations and other retail motor fuel outlets** in the state of Florida.
- FPMA is the **third largest petroleum marketer and c-store market** in the U.S.
- Annually, fuel sales have a **\$28 billion economic impact** on the state of Florida.
- We **represent many large chains** including:
 - Automated Petroleum
 - BP
 - Chevron
 - Circle K
 - ExxonMobile
 - Gate Petroleum
 - Hess
 - Risser Oil
 - Shell
 - Sunshine Gasoline

Members spend billions of dollars annually, our members are **in the market for a variety of products and services** including:

- Alcohol
- Beverages/Food
- Coffee Services
- Credit Card Services
- Financial/Accounting
- Janitorial/Cleaning
- Insurance
- Lottery
- Petroleum/Fuel
- Tobacco

Let these FPMA members know about the products and services your company can provide — contact your Naylor representative today!

For more information, please contact:

Mandy Wyrick
Project Leader
Naylor, LLC
800-369-3220 ext. 3355
Direct: 352-333-3355
mwyrick@naylor.com



IN PRINT AND ONLINE

Connect with FPMA members throughout the year



Petrogram PRINT EDITION

Petrogram is shipped directly to our membership who relies on it to keep them up-to-date on the latest information and the newest and best products and services related to the convenience store industry. Extend your print advertising investment with our digital edition version of **GACS Today** as well.

Membership Directory & Buyers' Guide

Our "who's who guide" stays on the desks of top contacts at FPMA-member companies **all year long**.

This key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.



Who We Are

Founded in 1955, FPMA serves the common regulatory, legislative and educational needs of the petroleum marketers and c-store industry in Florida **who spend billions of dollars annually** on petroleum and c-store industry products and services. Today, we represent Florida's independent petroleum marketers and c-store operators, suppliers and associated industry companies.

To learn more about FPMA, visit: www.fpma.org

Florida Petroleum Marketers and Convenience Store Association



2012 Editorial Calendar

Issue	Features	Ships
Spring 2012	Legislative Issue	March 2012
Summer 2012	Convention Issue	June 2012
Fall 2012	Post-Convention Issue	September 2012
<i>Membership Directory & Buyers' Guide</i>		December 2012
Winter 2012	Patron Issue	December 2012

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Florida Petroleum Marketers and Convenience Store Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of FPMA.

- | | | |
|-------------------------------------|--|--|
| Acry Fab, Inc. | Gaylord, Merlin, Ludovici, Diaz & Bain | Nation Law Firm, The |
| ADD Systems | Gilbarco | NovaVision, Inc. |
| Airgas National Carbonation | Glasgow Equipment Service, Inc. | Oilmen's Truck Tanks, Inc. |
| Alpha Analytics, Inc. | Gray Robinson Law Firm | Oldcastle Precast, Inc |
| Aluminum Plus | Guardian Fueling Technologies | Pace Analytical Services, Inc. |
| American Products | Guilday, Tucker, Schwartz, & Simpson, | Perma-Fill Corporation, The |
| Atlas-Transoil, Inc. (Kleensoil) | P.A. | Petro Properties & Finance LLC |
| Best Industries, Inc. | Gulf Oil LP | POJC Corporate Office |
| Blend Your Own Ethanol Campaign | Gulfcoast Software Solutions | PPI-DurEquip |
| BP Petroleum | Hawks Peanuts | R.J. Reynolds Tobacco Inc |
| BRUGG Pipesystems, LLC | Heartland Payment Systems | Riemer Insurance Group, Inc. |
| C&S Canopy | Hershey Company, The | S & D Coffee |
| Chapman Canopy, Inc. | Hopkins Appraisal Services | Shady Vent Aluminum Products, Inc. |
| Citgo Petroleum | HRP Associates | Shell Oil/Motiva Enterprises, LLC |
| Clean Fuels National | Hy-Tech Petroleum Maintenance, Inc. | Smokey Mountain Snuff |
| Commercial Foodservice Repair, Inc. | Ice Machines International, Inc. | Tank Tech, Inc. |
| Commercial Pay Vacuum, Inc. | INTL FCStone, Inc. | Terra-Com Environmental Consulting, Inc. |
| CompX Security | Jack Olsta Co., The | Total Imaging, Inc. |
| Core-Mark International | JMP Solutions | Trans Montaigne Product Services, Inc. |
| DixieSigns | K. C. Petroleum, Inc. | TV News Sales Co., Inc. |
| Dosal Tobacco Corporation | LPT Retail Management Services LLC | Vac Air Vargo LLC |
| Eagle Transport Corp. | Mansfield Oil Company | Valero Energy Corporation |
| Ellis & Associates, Inc. | Marathon Petroleum Company | Verifone |
| Environmental Insurance Agency | Masonways Indestructible Plastics, LLC | Werts Welding |
| Estes Equipment | Master Containers, Inc. | Who Did That |
| Federated Insurance | MECO of North Florida | WorldPay |
| Florida Lottery | Morris & Reynolds Insurance | Worldwide Distribution, LLC |
| Fuel Tank Cleaners | Murphy Oil USA, Inc. | |
| Fueling Components | MX Services, Sign and Lighting | |
| | Maintenance | |

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



Net Advertising Rates*

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4-5x
Double Page Spread	\$3,829.50	\$3,449.50	\$3,259.50
Outside Back Cover	\$3,329.50	\$3,069.50	\$2,939.50
Inside Front or Inside Back Cover	\$3,119.50	\$2,859.50	\$2,729.50
Tab (directory only)	\$2,859.50	n/a	n/a
Full Page	\$2,579.50	\$2,319.50	\$2,189.50
2/3 Page	\$2,049.50	\$1,839.50	\$1,739.50
1/2-Page Island (magazine only)	\$1,689.50	\$1,519.50	\$1,439.50
1/2 Page	\$1,509.50	\$1,359.50	\$1,279.50
1/3 Page	\$1,119.50	\$1,009.50	\$949.50
1/4 Page	\$859.50	\$769.50	\$729.50
1/6 Page	\$649.50	\$579.50	\$549.50
1/8 Page	\$469.50	\$419.50	\$399.50

Black-and-White Rates	1x	2-3x	4-5x
Full Page	\$1,669.50	\$1,499.50	\$1,419.50
2/3 Page	\$1,439.50	\$1,299.50	\$1,219.50
1/2-Page Island (magazine only)	\$1,229.50	\$1,109.50	\$1,049.50
1/2 Page	\$1,049.50	\$939.50	\$889.50
1/3 Page	\$809.50	\$729.50	\$689.50
1/4 Page	\$629.50	\$569.50	\$539.50
1/6 Page	\$489.50	\$439.50	\$419.50
1/8 Page	\$379.50	\$339.50	\$319.50

*Members receive a 5% discount on black-and-white portion of rates.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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-Q0112 (LR 8/8/2011 FPC-Q0411)



www.fpma.org

Petrogram quarterly magazine

Membership Directory & Buyers' Guide



Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"

Double Page Spread Bleed 17" x 11.125"	Full Page Bleed 8.625" x 11.125"	Full Page No Bleed 7" x 9.5"	2/3 Page Horizontal 7" x 6.333"	2/3 Page Vertical 4.583" x 9.5"	
1/2 Page Horizontal 7" x 4.583"	1/2 Page Long Vertical 3.333" x 9.5"	1/2 Page Vertical/Island 4.583" x 7"	1/3 Page Square 4.583" x 4.583"	1/3 Page Horizontal 7" x 3"	1/3 Page Vertical 2.166" x 9.5"
1/4 Page Horizontal 4.583" x 3.333"	1/4 Page Vertical 3.333" x 4.583"	1/6 Page Horizontal 4.583" x 2.166"	1/6 Page Vertical 2.166" x 4.583"	1/8 Page Horizontal 3.333" x 2.166"	1/8 Page Vertical 2.166" x 3.333"

Directory Trim Size: 5.75" x 8.5"

Double Page Spread Bleed 11.75" x 8.75"	Full Page Bleed 6" x 8.75"	Full Page No Bleed 5" x 7.5"	2/3 Page Horizontal 5" x 4.916"	
1/2 Page Horizontal 5" x 3.666"	1/2 Page Vertical 2.333" x 7.5"	1/3 Page Horizontal 5" x 2.333"	1/3 Page Vertical 2.333" x 4.916"	1/4 Page Horizontal 5" x 1.666"
1/4 Page Vertical 2.333" x 3.666"	1/6 Page Horizontal 2.333" x 2.333"	1/8 Page Horizontal 2.333" x 1.666"		

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and grayscale 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 grayscale 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 and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.



Petrogram quarterly magazine

Membership Directory & Buyers' Guide



Index of Advertisers Categories

Our publications feature 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: _____



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

In addition to print, *Petrogram* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

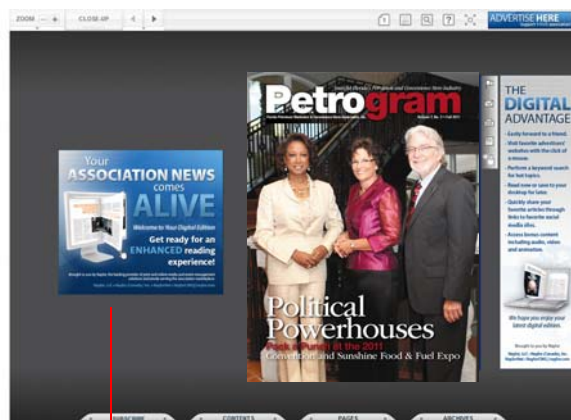
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail, and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$789.50 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.



eToolbar | \$529.50 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$789.50 per issue

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$319.50*

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

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



Petrogram quarterly magazine

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp.

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

***Digital Edition Flash Guidelines**

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the _parent layer of the animation, _level0 and _rootreferences, or global functions like setTimeinterval
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation