



TEXAS FOOD & FUEL
ASSOCIATION

Target the **largest** petroleum marketer and c-store market in the United States

The Association Advantage

- ♦ Texas is the **largest petroleum marketer and c-store market** in the United States.
- ♦ Members **represent 4 out of 5** petroleum marketers in the state of Texas.
- ♦ On average, **our members own and operate 10 convenience stores each and supply to approximately 12 more.**
- ♦ Spending **approximately \$1.5 billion** 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

Who We Are — 2012 TPCA and TGCA Merge

Effective January 1, 2012, TPCA and TGCA (Texas Grocery and Convenience Association) will be combined to form the Texas Food & Fuel Association. This merger will create the nation's largest state organization dedicated to serving the fuel marketing, convenience, grocery and wholesale food industries. This exciting new venture will offer our members a valuable membership experience that reflects the scale and diversity of the fuel and food marketing industries in Texas.

Reach 4 out of 5 petroleum marketers in the state of Texas — contact your Naylor representative today!

For more information, please contact:

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**2011-2012
Online Media Guide**

***Texas Food & Fuel Association -
Weekly Update***
WEEKLY eNEWSLETTER



Whether in the office or on the go, our members stay informed weekly about the latest industry developments, association news, events, training, education opportunities and more.



Texas Food & Fuel Association Website
NEW WEBSITE LAUNCHING IN 2012!

www.txfoodandfuel.org

The Texas Food & Fuel Association website is the gateway for members and non-members to access information about the association online. Position your company in front of a dynamic group of influential professionals year-round.



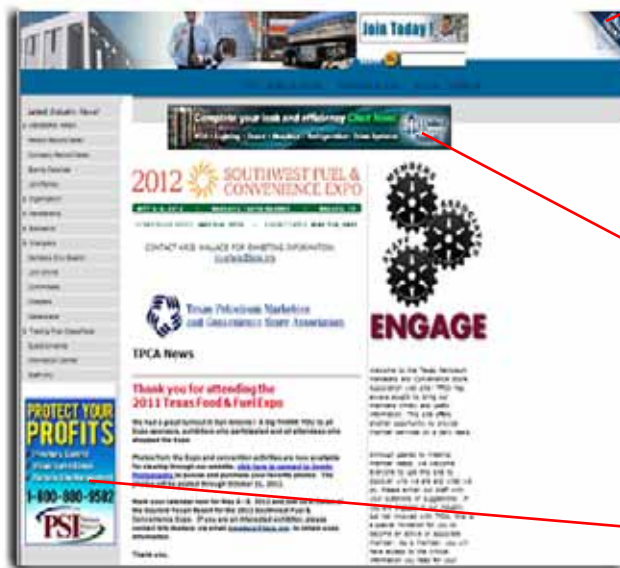
Texas Food & Fuel Association Website

Advertising on the Texas Food & Fuel Association website – www.txfoodandfuel.org

Visitors log onto www.txfoodandfuel.org to learn about upcoming association events, discover ways to maximize their membership, view *Texas Food & Fuel Association Quarterly* digital editions, learn about education and career opportunities and more.

Features of Texas Food & Fuel Association website advertising:

- Target the largest petro marketer and c-store market in the U.S. and **4 out of 5** petro marketers in the state of Texas
- Position your company as a leader in front of the **\$1.5 billion** buying power of members
- Cross-promoted in other Texas Food & Fuel Association publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces reinforces brand recognition
- Allows dynamic, time-sensitive promotion



EXCLUSIVE Page Peel (500 x 500 pixels or 75 x 75 pixels)

12 Months | \$3,150

Display your business on **every page** of the Texas Food & Fuel Association website. With the move of a mouse, your company's message sweeps down over the site like the page out of a book, drawing attention and visitors to your company's site.

Horizontal Banner (468 x 60 pixels)

12 Months | \$1,575

The Horizontal Banner displays your message in the header of **every page** of the Texas Food & Fuel Association website. A maximum of two ads rotate in this highly visible position.

Vertical Banner (150 x 200 pixels)

12 Months | \$1,050

The Vertical Banner displays your message on **every page** of the Texas Food & Fuel Association website. A maximum of three ads rotate in this highly visible position.

Texas Food & Fuel Association Weekly Update eNewsletter



Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of industry decision-makers on a regular basis.
- Targets the largest petro marketer and c-store market in the U.S. and **4 out of 5** petro marketers in the state of Texas.
- Positions your company as a leader in front of the **\$1.5 billion** buying power of Texas Food & Fuel Association members.
- Frequently forwarded to others for additional exposure.
- Cross-promoted in other Texas Food & Fuel Association publications and communications pieces.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible to members for unlimited online viewing.
- Limited available ad space makes each position exclusive.
- Change artwork monthly at no additional cost to promote time-sensitive offers and events.



Visit the eNewsletter archives at: <http://www.naylornetwork.com/tpcanewsletter/>



Vertical Banner

12 Months | \$2,625

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed weekly on Tuesdays

Sections include:

- Top Stories
- Wholesale Operations
- Retail Operations
- Legislative Update
- Texas Food & Fuel Association Events





Texas Food & Fuel Association Weekly Update

Texas Food & Fuel Association Website

Online Specifications

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

eNewsletter

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

Website

Page Peel

- 75 x 75 pixels for small peel corner
- 500 x 500 pixels for full peel
- JPG only (no animation)

Vertical Banner

- 150 x 200 pixels
- JPG, GIF or Flash/SWF* accepted

Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted

* **Flash Guidelines**

- Publish or export .SWF file for Flash Player 9 and ActionScript 2.0
- 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

- Create a proper ActionScript 2.0 button as follows:

1. Symbol type needs to be "button"
2. Set action script code exactly as below:

```
on (press) {  
    gotoURL(url, "_blank");  
}
```

NOTE: Do not type your intended URL in the code.

The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the URL to your Naylor account executive.

Please note: File size for static ad submissions must not exceed 100 kb.