

Virginia Petroleum Convenience and Grocery Assn.

Target the majority of convenience and grocery store owners and operators in Virginia

The VPCGA Advantage

- Membership includes petroleum marketers, convenience stores, travel centers, chain and independent supermarkets.
- Members represent more than 75% of the convenience and grocery store industry in the state of Virginia.
- Eight out of 10 convenience store members also sell gasoline on site.
- Approximately 8 out of 10 VPCGA members are petroleum marketers who provide oil heat to more than 400,000 homes and businesses across the commonwealth.

Who We Are

Founded in 1948, Virginia Petroleum Convenience and Grocery Association (VPCGA) is a nonprofit, statewide trade association representing the petroleum and food industries. VPCGA works to support favorable legislation and defeat bills that would harm members' ability to compete as well as maintain close working relationships with the state agencies that regulate the industry to ensure that members' interests are protected.

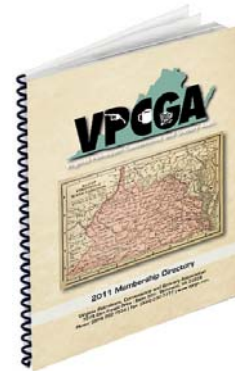
Don't dilute your company's marketing investment by advertising in markets you don't serve! Our focused readership includes industry professionals across Virginia who control purchasing budgets.

For more information, please contact:

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Project Leader
Toll-free: (800) 369-8220, ext. 3371
Direct: (352) 333-3371
ealbin@naylor.com



Connecting you with VPCGA members throughout the year.



2012 MEMBERSHIP DIRECTORY PRINT EDITION

A 5.75" x 8.5", spiral-bound, full-color annual publication with die-cut tabs for easy reference. The annual **2012 Membership Directory** is used by members throughout the year as a powerful networking tool and comprehensive buyers' guide for the products and services they use most often.

Facts and trends: top in-store merchandise categories and services

- **Beer sales:** The United States convenience store industry sells more than 2 billion gallons of beer a year — roughly one-third of all the beer purchased in the U.S.
- **Candy sales:** Candy is a high-impulse item in convenience stores. In fact, according to global research firm Envirosell, 49 percent of shoppers report that their candy purchases were unplanned.
- **Coffee sales:** Consumers stop to buy coffee more than they fill up their cars, providing convenience stores with a great opportunity to build loyalty and repeat sales.
- **Technology:** Over the past decade, the convenience store industry has gone from being a technology laggard to a technology leader in using new technologies to deliver convenience.

To learn more about Virginia Petroleum, Convenience and Grocery Association, visit:
www.vpcga.org



Virginia Petroleum, Convenience and Grocery Association

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(804) 282-7534 (800) 552-9819 FAX (804) 282-7777 www.vpcga.com

BOARD OF DIRECTORS

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Watts Petroleum, Lynchburg

Jack Woodfin
Woodfin Oil, Richmond

Michael J. O'Connor
President

Dear Members and Colleagues:

The Virginia Petroleum, Convenience and Grocery Association is pleased to announce that we have chosen to continue to work with Naylor, LLC as the official media solutions partner for our organization in 2012. We are confident that working with Naylor will significantly increase the benefits that VPCGA already offers to our members.

VPCGA media opportunities help you to effectively communicate your marketing message to the Virginia petroleum, convenience and grocery industries. Our directory is your messaging tool. This is your opportunity to deliver your message to a major purchasing audience: our entire membership, including Petroleum Marketers, Convenience Stores, Grocery Stores, Travel Centers and associated members. This is the one medium where we offer advertising to those purchasers and decision makers in one of the most rapidly growing markets in the petroleum, convenience store and grocery industry.

By partnering with VPCGA, you are demonstrating that your company provides quality products and services. VPCGA delivers to you key decision-makers that control operating budgets and approve purchases on behalf of their companies. Build your business with VPCGA — make plans today to advertise in our *2012 Membership Directory*.

For more than 40 years, Naylor has been North America's leading media and events partner for associations. We are confident that Naylor will provide us with integrated media solutions of the highest quality for our members and the industry. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to promote your products and services to the decision-makers in our industry.

On behalf of VPCGA, I would like to thank you in advance for your advertising support.

Sincerely,

Michael J. O'Connor

Virginia Neighbors Serving Neighbors

Net Advertising Rates

DIRECT-MAIL OPPORTUNITIES AVAILABLE:
Please ask your representative for details

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

Full-Color

Rates

Double-Page Spread	\$2,589.50
Outside Back Cover	\$2,609.50
Inside Front or Inside Back Cover	\$2,429.50
Full Page	\$1,859.50
2/3 Page	\$1,609.50
1/2 Page	\$1,199.50
1/3 Page	\$959.50
1/4 Page	\$739.50
1/6 Page	\$569.50
1/8 Page	\$449.50

Premium Advertising Options - Ask your representative for specifications.

Belly Band: \$2,769.50

Black-and-White

Rates

Full Page	\$969.50
2/3 Page	\$849.50
1/2 Page	\$619.50
1/3 Page	\$499.50
1/4 Page	\$389.50
1/6 Page	\$299.50
1/8 Page	\$239.50

Special Advertising Section:

Product and Services Marketplace

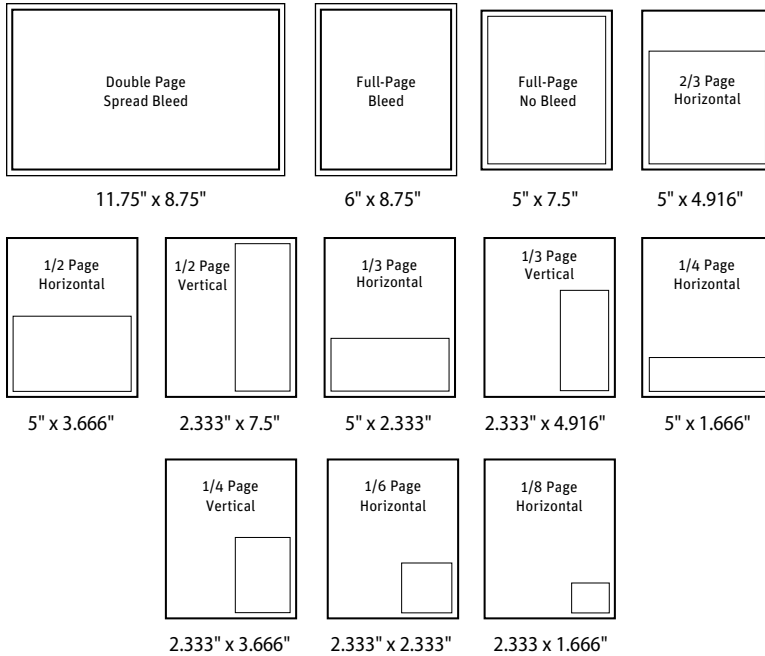


Do you have a product or service you would like to promote to VPCGA members? Use our Product and Services Marketplace to prominently display your ad to the retail owners, operators and managers with purchasing power.

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).

Print Advertising Specifications

Roster Trim Size: 5.75" x 8.5"



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.

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Production Services

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

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 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.

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

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:** _____

Past Advertisers from the 2011 Membership Directory

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Virginia Petroleum, Convenience and Grocery 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 VPCGA.

ADD Systems	J.T. Davenport & Sons, Inc.
Advanced Fueling Systems, Inc.	Land-O-Sun Dairies
Airgas National Carbonation	Loomis
Altadis USA	M D Shaw & Associates, P.C.
Amerigas	Mansfield Oil Company
Amyris Fuels, LLC	Mansfield Oil Company
Anheuser-Busch, Inc.	Maryland Pump & Tank, Inc.
Apex Companies, LLC	Matrix Capital Markets Group, Inc.
Atlantic Dominion Distributors	McLane Company
BB&T	Merchants Express Money Orders
BP Petroleum	Merchants Grocery Co., Inc.
Burkett Restaurant Equipment and Supplies	Metray, Inc.
Carolina Distributors & Service, LLC	Nestle USA Chilled Beverages
CK Business Consultants, Inc.	Pace Analytical Services
Coca-Cola Bottling Co. Consolidated	Petron Oil
Eagle Transport Corp.	Piedmont Transportation, Inc.
Environmental Alliance	POJC Corporate Office
Environmental Consulting, Inc.	Quality Foods
Exxon Mobil Fuels Marketing Co.	Rax, Inc.
FCStone, LLC	Service Advantage Carwash, LLC
Federated Insurance	Sunoco, Inc.
Flowers Baking Co. of Lynchburg	Superior Services
Fuel Management Services, Inc.	Tarheel Wash Systems, LLC
GEC Environmental Contracting, Corp.	Trans Montaigne Product Services, Inc.
Georgia-Pacific Professional	Valero Energy Corporation
Gulf Oil LP	Virginia Lottery
Hawks Peanuts	Well's Dairy (Blue Bunny Ice Cream)
Intertek Caleb Brett	WorldPay