

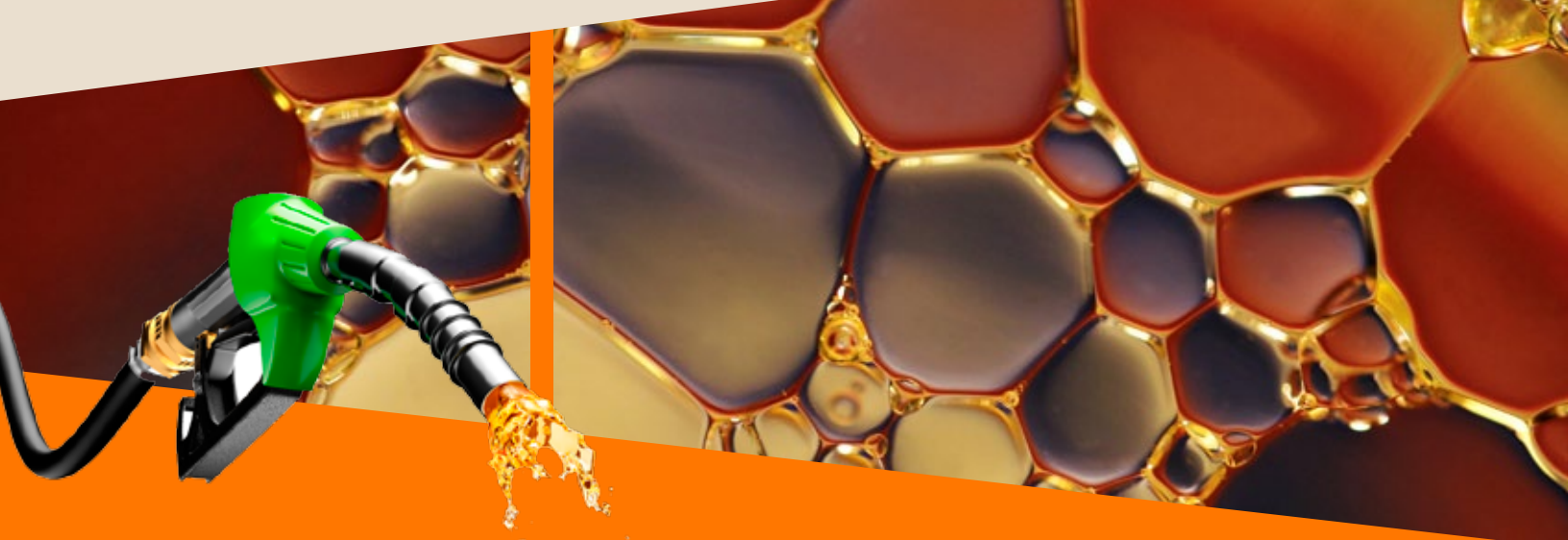
# CFCA MEDIA GUIDE

Reach nearly 100% of California's  
independent petroleum marketers

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR** ➤  
ASSOCIATION SOLUTIONS



# THE CFCA ADVANTAGE

- Our members represent **95% of the independent petroleum marketers** in California.
- Business in California's petroleum and convenience industries spend nearly **\$50 billion annually on products and services**.
- Our publications are **distributed to key decision makers including CEOs, owner-operators and purchasers** at companies such as BP, Chevron, Phillips 66, Valero, Tesoro, Van De Pol Enterprises, SC Fuels and Shell.



## Who We Are

CFCA is a non-profit, statewide association for convenience store owners, independent wholesale and retail marketers of gasoline, diesel fuel, jet fuel, lubricating oils and other petroleum and energy products.



REACH KEY LEADERS IN CALIFORNIA'S PETROLEUM AND C-STORE INDUSTRY THROUGHOUT THE YEAR WITH CFCA PRINT AND DIGITAL MEDIA.

**CONTACT YOUR REPRESENTATIVE  
TO RESERVE SPACE TODAY!**

**Print & Digital editions  
take your brand further!**

Annual Membership Directory & Industry  
Resource Guide  
CFCA Insider monthly eNewsletter  
Annual Report Magazine

**CF  
CA** | CALIFORNIA  
FUELS &  
CONVENIENCE  
ALLIANCE

\*Information obtained through the 2018 CFCA Marketing Questionnaire.

# Membership Directory Annual Report Magazine



## 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	2x
Double Page Spread	\$3,249.50	\$ 2,759.50
Outside Back Cover	\$ 2,859.50	\$ 2,519.50
Inside Front or Inside Back Cover	\$ 2,689.50	\$ 2,349.50
Tabs (Directory Only)	\$ 2,569.50	N/A
Full Page	\$ 2,259.50	\$ 1,919.50
2/3 Page	\$ 1,949.50	\$ 1,659.50
1/2 Page	\$ 1,429.50	\$ 1,219.50
1/3 Page	\$ 1,079.50	\$ 919.50
1/4 Page	\$ 819.50	\$ 699.50
1/6 Page	\$ 659.50	\$ 559.50
1/8 Page	\$ 499.50	\$ 419.50

Black-and-White Rates	1x	2x
Tabs (Directory Only)	\$ 1,639.50	N/A
Full Page	\$ 1,329.50	\$ 1,129.50
2/3 Page	\$ 1,139.50	\$ 969.50
1/2 Page	\$ 829.50	\$ 709.50
1/3 Page	\$ 639.50	\$ 539.50
1/4 Page	\$ 479.50	\$ 409.50
1/6 Page	\$ 379.50	\$ 319.50
1/8 Page	\$ 299.50	\$ 249.50

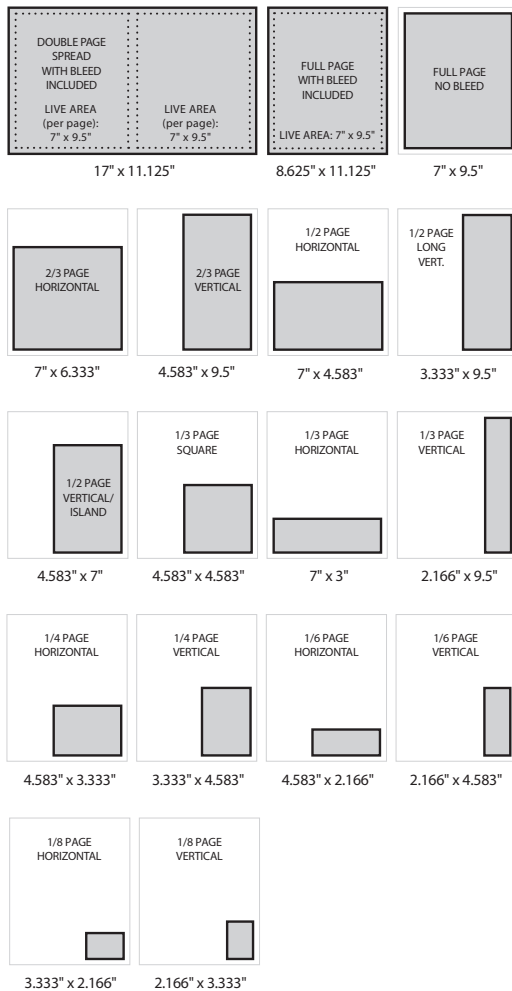
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

## CFCA MEMBERS RECEIVE 10% OFF ALL DISPLAY ADVERTISING RATES!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.

## PRINT ADVERTISING SPECIFICATIONS

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



**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.

### 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/adupload](http://www.naylor.com/adupload)

### Production Services, Proofs and Revisions

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### Specs for Outsert/Inserts

1 Page / 1 surface: 8.375" x 10.875"  
1 Page / 2 surface: 8.375" x 10.875"  
2 Page / 4 surface: 8.375" x 10.875"  
Postcards: 6" x 4.25"  
Heavy Card Stock Insert: 8.25" x 10.75"  
Postal Flyers: 8.5" x 11"

### Digital Edition

For the latest online specs, please visit  
[www.naylor.com/online specs](http://www.naylor.com/online specs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created.



## DIGITAL EDITION

### 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 email and each new issue is posted on CFCA's website. A full archive of past issues is available, ensuring longevity for your online presence

In addition to print, the *Membership Directory* and *Annual Report Magazine* are 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.



#### 1 Large Toolbar | \$520

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

#### 2 Skyscraper | \$950

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

#### 3 Belly Band | \$775

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

#### 4 Leaderboard | \$950

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

#### 5 Sponsorship | \$740

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

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For the latest online specs, please visit [www.naylor.com/online specs](http://www.naylor.com/online specs)

# Annual Report Magazine

## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

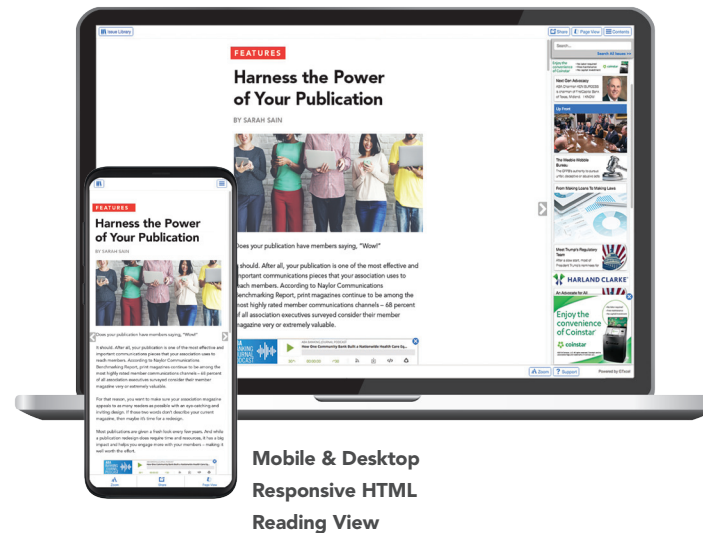
Annual Report Magazine is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

### FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

**Important Note:** Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



### 1 Leaderboard (all views) | \$900

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

### 2 Rectangle (all views) | \$750

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

### TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1<sup>st</sup> article, and the 2<sup>nd</sup> mobile banner appears after the 6<sup>th</sup> article.

### 3 Top TOC Mobile Banner | \$700

### 4 2<sup>nd</sup> TOC Mobile Banner | \$450

## In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

### HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

### Digital Video Sponsorship | \$700

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

### Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

#### • Large Insert | \$800

#### • Medium Insert | \$500

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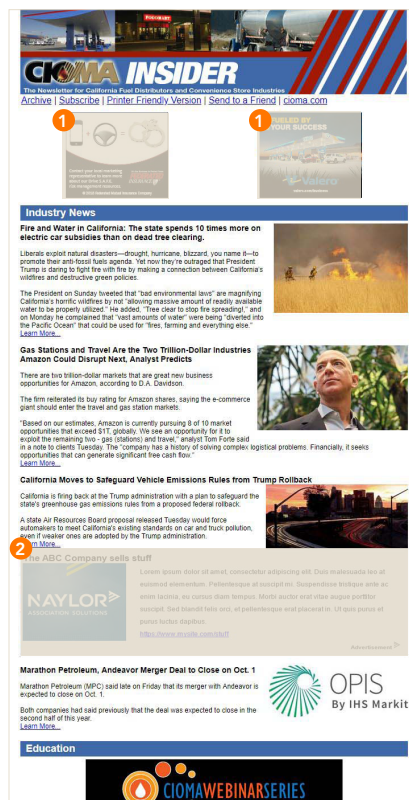
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## ABOUT THE ENEWSLETTER – WWW.NAYLORNETWORK.COM/CIO-NXT

Now more than ever, professionals consume information on the go. Our *CFCA Insider* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of 1,200 decision makers on a regular basis
- In addition to CFCA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CFCA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible 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



### 1 Rectangle Ad (300 x 250 pixels)

12 Months | \$2,980

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- JPG only (no animation); Max file size 100 KB

### 2 Sponsored Content (300 x 250 pixels)

12 Months | \$3,610

- Display your company in between popular sections of the eNewsletter along with text of your choosing.

### Distributed Monthly

#### Sections include

- Industry News
- Education
- CFCA Benefits
- Member News
- Upcoming Events

**CFCA MEMBERS  
RECEIVE 10% OFF ALL  
eNEWSLETTER RATES!**

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.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

# Membership Directory Annual Report Magazine



## THANK YOU TO OUR ADVERTISERS!

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with CFCA 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 CFCA.

Allen Feest Group at Morgan Stanley

Ami Adini Environmental Services, Inc.

Amthor, Inc.

Andreini & Company

CGRS, Inc.

Cummins & White, LLP

Dion & Sons, Inc.

Donlee Pump Company

Elliott, Powell, Baden & Baker, Inc.

Federated Insurance

Fisher & Phillips, LLP

Flyers Energy, LLC

Fuel Delivery Services, Inc.

Greg's Petroleum Service, Inc.

Heil Trailer International

Henner Tank Lines

Hi-Def Lighting & Electrical, Inc.

Hopkins Appraisal Services

Little Caesar Enterprises, Inc.

Manatt, Phelps & Phillips, LLC

McLane Company, Inc.

Merit Oil Company

Motosel

Northwest Pump & Equipment Company

Northwest Tank & Environmental

Opperman & Son, Inc.

Pacific Truck Tank, Inc.

Pearson Fuels

PetroCal Associates

Petroleum Card Services

Petroleum Marketing Equipment

PWM - Electronic Price

Reading Oil, Inc

Renewable Energy Group

RINAlliance

S. Bravo Systems Inc.

Shields, Harper & Company

Sinclair Oil Corporation

SkyBitz Petroleum Logistics

TANKNOLOGY Inc.

Trinium Technologies

Valero Energy Corporation

Valley Pacific Petroleum Services, Inc.

Wayne Fueling Systems