



OIL and AUTOMOTIVE SERVICE MARKETING NEWS

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Serving Fuel, Convenience Store, Quick Lube, and Carwash Businesses in the 13 Western States

2023 INSERTION ORDER FORM

Company: _____
Contact Name: _____
Billing Address: _____
City/State/Zip: _____

Phone Number: _____
Fax Number: _____
E-mail: _____
Cell/Direct: _____

Month	February	April	June	August	September	October	December
Space Saved:	01-18-23	03-15-23	05-10-23	06-14-23	07-26-23	08-30-23	11-01-23
Copy/Art Due:	01-25-23	03-22-23	05-17-23	06-21-23	08-02-23	09-06-23	11-08-23
Press:	02-01-23	03-29-23	05-24-23	06-28-23	08-09-23	09-13-23	11-15-23

INSERTION DATES 2023 W/ EDITORIAL CONTENT	AD SIZE	AD ORIENTATION	COLOR ADDED	DESCRIPTION OR AD TITLE
FEBRUARY – WPMA Convention and Convenience Store Expo preview with extra distribution at the WPMA show at the Mirage Hotel in Las Vegas, Nevada.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	
APRIL – Washington Independent Energy Distributors Convention preview as well as coverage of recent meetings, including pictorial highlights of events at the WPMA Convention.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	
JUNE – Oregon Fuels Association Annual Conference preview, with additional distribution at the OFA show as well as photo highlights of recent events.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	
AUGUST – One-of-a-kind coverage of the many recent Western state shows – keep marketing campaigns launched at the shows in the “front of mind” of potential customers.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	
SEPTEMBER – A preview of the PFCS at the historic Hotel del Coronado – one of the biggest issues of the year with extra distribution at the California show.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	
OCTOBER – Preview of the PEI Convention/NACS Show in Atlanta, GA. With the added participation of the EMA, it's an issue you won't want to miss.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	
DECEMBER – The year-end issue with business card holiday greetings, thanks to the 2023 advertisers, and a complete calendar of events for the year 2024.	<input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 Pg <input type="checkbox"/> 1/3 Pg <input type="checkbox"/> 1/4 Pg <input type="checkbox"/> Business Card	<input type="checkbox"/> Standard <input type="checkbox"/> Island <input type="checkbox"/> Horizontal	<input type="checkbox"/> Full/4-Color <input type="checkbox"/> Black & White <input type="checkbox"/> Spot Color (specify) _____	

- See Advertising Rate Sheet for ad sizes, costs, and multiple insertion discounts.
- Late cancellation (within 5 business days of press) will be assessed a 50% charge of the total cost.
- If scheduled shows change their dates or cancel, we reserve the right to change editorial content.

SIGNATURE: _____ **DATE:** _____