



OIL and AUTOMOTIVE SERVICE MARKETING NEWS

559 S. Harbor Blvd., Suite A
Anaheim, CA 92805
714-563-9300
714-563-9310 fax
www.kalpub.com

Hello!

Thank you for your interest in *Oil and Automotive Service Marketing News*, more commonly known as *O&A Marketing News*. I would like to take this opportunity to introduce the O&A to you.

Enclosed is our media kit for 2012 including:

- Two back issues of our publication for you to read and enjoy.
- Media kit with 2012 calendar, editorial content, advertising rates and circulation info.
- An insertion order form.

As always, the *O&A Marketing News* offers excellent coverage of the major Western trade shows and industry events with lots of pictures and written commentary for you. No other publication in the industry offers you the combination of news, show information and photos as the O&A! We are informative and fun from start to finish. We're the industry's hometown paper!

Position your company for the best possible results by using our existing market penetration in the petroleum marketing, c-store, and carwash industries. Advertising in the O&A gives you exposure and brand recognition, brings in more qualified leads, and improves your closing ratio on sales! Every advertisement is a sales call directly to your customers. You can promote new products, special sales or services or current events. Your ad will be seen by thousands of potential customers throughout the West. It can also let your current customers know you're involved in the industry and that you appreciate their business.

The *O&A Marketing News* is one of the best values in print advertising. We offer a wide range of ad sizes – starting with a business card size ad for only \$100.00! You can use your existing display advertisement or let our graphic design department help you create an eye-catching and profit-making display ad – even on a small budget. Now, more than ever before, is the time for you to advertise with the O&A!

If you have any questions, please call our main office at (714) 563-9300 or feel free to e-mail any questions to sales@kalpub.com.

Let us help you grow your business!

A handwritten signature in black ink, appearing to read 'Kathy'.

Kathy Laderman
Editor/Publisher

P.S. Call today to discuss your marketing action plan for 2012 and start your ad campaign ASAP. It's that easy!



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O&A MARKETING NEWS –

O&A is an abbreviated form for *Oil and Automotive Service Marketing News*. It is a property of KAL Publications Inc.
Editor/Publisher: Kathy Laderman. Administrator: Karen Laderman. Advertising Sales: Doreen Philbin, Victoria Kemsley.

PUBLISHER'S EDITORIAL STATEMENT –

The *O&A Marketing News*, first published in 1967, is a newsmagazine whose editorial focus is the marketing segment of the petroleum industry in the 13 Western United States. Stories and photos published in the O&A are primarily about the people and companies involved in supplying and marketing of petroleum products. Our coverage also includes the alternative fuel, carwash, quick lube, and convenience store industries – businesses commonly associated with retail fueling operations – and trends that impact the Western marketplace.

Our 4,000-plus readers occupy all sectors of the industry: gasoline station, carwash, convenience store owners and operators, petroleum wholesalers, equipment manufacturers and distributors, contracting and service companies, major oil companies and more.

Prominent features of the paper include:

- Newsbeat Column – A personal interest column telling who is doing what in the industry.
- Gallon Report – Summary of taxable gallons of gasoline sold in the Western states.
- State Columns – Articles submitted by writers from across the West.
- Photographs – Quite possibly the most extensive photo coverage of industry meetings, trade shows, and conventions in the West.

All these features combine to provide a unique insider's look at the industry we cover.

EDITORIAL CALENDAR 2012 –

The *O&A Marketing News* is printed every other month starting in February. One extra issue is printed in September for a total of seven issues per year. The paper closes two weeks prior to printing and all materials are due one week prior to printing.

Month	February	April	June	August	September	October	December
Space Saved:	01-10-12	03-13-12	05-08-12	07-10-12	08-07-12	09-13-12	11-13-12
Copy/Art Due:	01-17-12	03-20-12	05-15-12	07-17-12	08-14-12	09-20-12	11-20-12
Press:	01-24-12	03-27-12	05-22-12	07-24-12	08-21-12	09-27-12	11-27-12

FEBRUARY – A special section about the big Western Petroleum Marketers Association Convention and Convenience Store Expo, to be held Feb. 21-23. The convention is returning to the Mirage Hotel in Las Vegas, Nevada, and the issue will have additional distribution at the show.

APRIL – This issue will offer a preview of the Washington Energy & Convenience Store Convention, to be held in the Suncadia Resort in Cle Elum, WA June 18-21, as well as coverage of recent meetings, including pictorial highlights of events at the WPMA Convention.

JUNE – A preview of the Oregon Petroleum Association Annual Conference at Sunriver, Oregon July 30-31 with additional distribution at the show as well as photo highlights of recent events.

AUGUST – Offering a preview of the Colorado-Wyoming Petroleum Marketers Association Convention and Trade Show to be held in Snowmass, Colorado from Sept. 8-11, reaching petroleum marketers and suppliers from across the Rocky Mountain states.

SEPTEMBER – A huge section devoted to the annual Pacific Oil Conference at the Grand Sierra Resort and Casino in Reno, Nevada, to be held Sept. 17-20. As if that weren't enough, this issue will also feature a preview of the 29th Annual Western Carwash Association Convention and Trade Show to be held Sept. 18-20 at the San Diego Convention Center in San Diego, CA. This is one of the biggest issues of the year and a must to reach oil jobbers, service station operators, and carwash owners in the West.

OCTOBER – The issue will feature a preview of the NACS Show and the Petroleum Equipment Institute Convention, the joint conventions of the convenience store industry and petroleum equipment industry scheduled for October 7-10 at the Las Vegas Convention Center in Las Vegas, NV. This will be the eleventh joint trade show between NACS and the Petroleum Equipment Institute Convex and will be of great interest to all petroleum marketers and convenience store operators as well as petroleum equipment distributors and manufacturers. With the added participation of the Petroleum Marketers Association of America, it's an issue you won't want to miss.

DECEMBER – The year-end issue with 100 or more business card holiday greetings, full pages of thanks to the 2012 advertisers, and a complete calendar of events for the year 2013. Always a well-read issue and a great way to end a successful year.

Serving the 13 Western States, the World's Largest Gasoline, Oil, Fuel, TBA and Automotive Service Market



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It's your industry, and we are your newspaper.

Rate card #30 – Effective January 1, 2012

General Advertising Rates

B/W Rates	1x	3x	5x	7x
Two page spread	\$4,350	\$4,035	\$3,725	\$3,400
One page	\$2,425	\$2,250	\$2,100	\$1,925
Half-page, bleed	\$2,100	\$2,000	\$1,900	\$1,800
Half-page	\$1,825	\$1,750	\$1,675	\$1,550
Third-page	\$1,275	\$1,200	\$1,100	\$1,000
Quarter-page	\$950	\$900	\$850	\$800

Color rates

Spot color \$350/color
4-color process \$700
Color rates are in addition to b/w rates. Contact publisher for spot color availability.

Special Positions

Location	1x	5x	7x
1st right-facing page	\$4,000	\$3,800	\$3,600
Center spread (2 pages)	\$5,900	\$5,500	\$5,000
Last right facing page	\$3,900	\$3,600	\$3,300
Back cover (1/2 page island)	\$3,500	\$3,300	\$3,200

Pricing includes a 4-color charge. Cancellation carries a 20% penalty on all unused insertions.

Business Card Reproduction

Business Card (3.5"x2") or vertical (2"x3.5") \$100
All business cards are reproduced in grayscale. Color may be added at the color rates (above).

Classified Advertising

Per line (five line minimum) \$5
Per column inch (one inch minimum) \$35
Box Number \$20

Internet - World Wide Web

Website hyperlink, per issue \$10/link
Website hyperlink, entire year \$50/link
Three consecutive months minimum. Advertiser is responsible for providing a valid Internet URL and informing KAL Publications if it changes.

Artistic-Graphic Design Services

Ad Composition \$60/hour
Business card modification \$20/card

Rate Policy

If, as, and when new rates are announced, contract advertisers will be protected at their contract rates for 90 days after the effective date of the new rate. Orders beyond three months will be accepted at rates prevailing. Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they do not use the amount of space upon which their billings have been based.

Payment and Cancellation Terms

Net 30. Invoices become past due on day 31 and may be assessed 10% late fee. Late cancellation of space – within five days of issue date – will be assessed a 50% charge of the total ad cost. Cancellation of contracts for special position carries a 20% penalty on all unused insertions.

Technical Requirements

The O&A is printed direct-to-plate from electronic files created in Adobe InDesign for the Mac. KAL Publications CANNOT ACCEPT ADS CREATED WITH MS PUBLISHER or other Microsoft-native applications. Display advertisements must be submitted in electronic format for the Macintosh with all graphics embedded and fonts outlined. It is advisable to provide all graphical artwork in the TIFF or EPS file format. Press quality PDFs (350dpi or higher AT THE CORRECT SIZE) also are acceptable. Please submit artwork including graphics and fonts via e-mail or, if mailing, CD/DVD.

Mechanical Requirements

Ad Size	Width	Height
Two tabloid page spread	21 1/4"	16"
Full tabloid page	10 1/8"	16"
Half page - horizontal	10 1/8"	8"
Half page - island	7 5/8"	10"
Half page - bleed size	10 1/8"	12"
Third page - square	7 5/8"	7"
Quarter page - standard	5"	8"
Quarter page - horizontal	10 1/8"	4"
Quarter page - island	7 5/8"	5 3/8"
Column inch	2 3/8"	# of inches

For other sizes and bleed options, contact the editor.

Full Page 10 1/8" x 16"	Half Page – Island 7 5/8" x 10"	Half Page – Horizontal 10 1/8" x 8"	Third Page – Square 7 5/8" x 7"	Quarter Page – Standard 5" x 8"	Quarter Page – Island 7 5/8" x 5 3/8"	Quarter Page – Horizontal 10 1/8" x 4"
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2012 INSERTION ORDER FORM

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

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

Month	February	April	June	August	September	October	December
Space Saved:	01-10-12	03-13-12	05-08-12	07-10-12	08-07-12	09-13-12	11-13-12
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Press:	01-24-12	03-27-12	05-22-12	07-24-12	08-21-12	09-27-12	11-27-12

INSERTION DATES 2012 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 Energy & Convenience Store 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 Petroleum Association Annual Conference preview, with additional distribution at the 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 – Colorado-Wyoming PMA Convention preview, with additional distribution at the show, reaching petroleum marketers and suppliers from across the Rocky Mountain states.	<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 Pacific Oil Conference and the Western Carwash Association Convention – one of the biggest issues of the year with extra distribution at the shows.	<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 Las Vegas, with extra distribution to thousands. With the added participation of the PMAA, 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 100 or more business card holiday greetings, full pages of thanks to the 2012 advertisers, and a complete calendar of events for the year 2013.	<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.

SIGNATURE: _____ **DATE:** _____