



OIL and AUTOMOTIVE SERVICE MARKETING NEWS

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

2024 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:	01-10-24	03-06-24	05-08-24	07-17-24	08-14-24	09-18-24	11-06-24
Copy/Art Due:	01-17-24	03-13-24	05-15-24	07-24-24	08-21-24	09-25-24	11-13-24
Press:	01-24-24	03-20-24	05-22-24	07-31-24	08-28-24	10-02-24	11-20-24

INSERTION DATES 2024 W/ EDITORIAL CONTENT	AD SIZE <small>(Or # of business cards)</small>	AD ORIENTATION	COLOR ADDED	DESCRIPTION OR AD TITLE <small>(Or whose business cards(s) to run)</small>
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	
APRIL – Washington Independent Distributors of Energy 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	
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	
AUGUST – A preview of the PFCS at the Manchester Grand Hyatt in San Diego – 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	
SEPTEMBER – Preview of the PEI Convention/NACS Show in Las Vegas, NV. 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	
OCTOBER – One-of-a-kind coverage of the many recent Western 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	
DECEMBER – The year-end issue with business card holiday greetings, thanks to the 2024 advertisers, and a complete calendar of events for the year 2025.	<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	

- 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:** _____
(Type your full name if your program does not allow a signature.)