



**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 Services 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 2018 including:

- Two back issues of our publication for you to read and enjoy.
- Media kit with 2018 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 advertise (at) kalpub (dot) 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 2018 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: Victoria Kemsley, Doreen Philbin.

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 2018 –

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: | 01-16-18 | 03-06-18 | 05-08-18 | 06-12-18 | 08-07-18 | 09-11-18 | 11-06-18 |
| Copy/Art Due: | 01-23-18 | 03-13-18 | 05-15-18 | 06-19-18 | 08-14-18 | 09-18-18 | 11-13-18 |
| Press: | 01-30-18 | 03-20-18 | 05-22-18 | 06-26-18 | 08-21-18 | 09-25-18 | 11-20-18 |

FEBRUARY – A special section about the big Western Petroleum Marketers Association Convention and Convenience Store Expo, to be held Feb. 20-22. 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, Washington on June 18-21, as well as coverage of recent meetings, including pictorial highlights of the events at the WPMA Convention.

JUNE – A preview of the Oregon Fuels Association Annual Conference with additional distribution at the show as well as photo highlights of recent events.

AUGUST – A huge section devoted to the annual Pacific Oil Conference which will be held September 4-6 at the J.W. Marriott Hotel at L.A. Live in Los Angeles. This is one of the biggest issues of the year and a must to reach oil jobbers, service station operators, and convenience store operators in California and the West.

SEPTEMBER – This issue will offer a preview of the upcoming Western fall shows including the meeting of the Colorado-Wyoming Petroleum Marketers Association and the Arizona Petroleum Marketers Association as well as pictorial highlights of recent events.

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 17th 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’ll want to be in.

DECEMBER – The year-end issue with 100 or more business card holiday greetings and a complete calendar of events for the year 2019. It is always a well-read issue and a great way to thank your customers and colleagues and to end a successful year.

Serving the 13 Western States, the World’s Largest Gasoline, Oil, Fuel, Convenience Store and Automotive Service Market



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

Rate card #35 – Effective January 1, 2018

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 in the correct color space 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 (300dpi 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" |
| 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.



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2018 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 |
|---------------|----------|----------|----------|----------|-----------|----------|----------|
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| INSERTION DATES 2018 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 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 – A preview of the Pacific Oil Conference at the J.W. Marriott Hotel at L.A. Live in Los Angeles – one of the biggest issues of the year with extra distribution at the 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) | |
| SEPTEMBER – Western fall show preview including the Colorado-Wyoming Petroleum Marketers and Arizona Petroleum Marketers Association meetings. | <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, thanks to the 2018 advertisers, and a complete calendar of events for the year 2019. | <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:** _____