O&A
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 2027 including:

- Media kit with 2027 calendar, editorial content, and circulation information.
- Advertising rates and technical requirements.
- 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 our readers. 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 transportation fuels, 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 $135.00! You can use your existing display advertisement or let us 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 @ kalpub . com (remove spaces).

Let us help you grow your business!

Kathy Laderman
Editor

P.S. Call today to discuss your marketing action plan for 2027 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: Laura Lawrence.

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 energy 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 and transportation fuels. 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 3,000-plus readers occupy all sectors of the industry: gasoline station, carwash, convenience store owners and operators, petroleum and biofuel wholesalers, EV charger and alternative fuel suppliers, 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 – Considered 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 2027 –
The *O&A Marketing News* is printed seven times a year, every other month starting in February with a special show issue printed in September. The paper closes two weeks prior to printing and all materials are due one week prior to printing. While we plan to feature the events described below, if shows change their dates or cancel, we will make changes along with them.

Month	February	April	June	August	September	October	December
Space Saved:	01-13-27	03-03-27	05-05-27	07-14-27	08-11-27	09-15-27	11-10-27
Copy/Art Due:	01-20-27	03-10-27	05-12-27	07-21-27	08-18-27	09-22-27	11-17-27
Press:	01-27-27	03-17-27	05-19-27	07-28-27	08-25-27	09-29-27	11-24-27

FEBRUARY – A special section about the big Western Petroleum Marketers Association Convention and Convenience Store Expo, scheduled for Feb. 16-18. The convention is returning to the MGM Grand 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 Oil Marketers Association Convention, heading to The Centennial in Spokane, Washington on June 14-17, as well as coverage of recent meetings, including pictorial highlights of events at the WPMA Convention.

JUNE – A preview of the Oregon Fuels Association Annual Conference which will be held July 11-13 at Sunriver Lodge in Sunriver, Oregon. The issue will have additional distribution at Western regional shows as well as photo highlights of recent events.

AUGUST – A huge section devoted to the annual California Fuels & Convenience Alliance Summit which will return to the Hotel Del Coronado on Coronado Island on September 7-9. This is one of the biggest issues of the year and a must to reach fuel distributors, service station operators, and convenience store operators in California and the West.

SEPTEMBER – This special 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 5-8 at the Georgia World Congress Center in Atlanta, GA. This will be the 26th 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 Energy Marketers of America, it's an issue you'll want to be in.

OCTOBER – This issue will offer one-of-a-kind coverage of the many recent Western state shows — with the O&A, you can keep marketing campaigns launched at the shows in the "front of mind" of potential customers.

DECEMBER – The year-end issue with business card holiday greetings and a calendar of events for the year 2028. It is always a well-read issue and a great way to thank your customers and colleagues and to end a successful year.

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

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

Rate card #43 – Effective January 1, 2027

General Advertising Rates

B/W Rates	1x	3x	5x	7x
Two page spread	$4,400	$4,085	$3,775	$3,450
One page	$2,700	$2,500	$2,350	$2,150
Half-page	$2,050	$1,950	$1,850	$1,700
Third-page	$1,450	$1,375	$1,250	$1,150
Quarter-page	$1,100	$1,025	$975	$900

Color rate

4-color process (CMYK color space) $700
Color rates are in addition to b/w rates.

Special Positions

Location	1x	5x	7x
1st right-facing page	$4,050	$3,850	$3,650
Center spread (2 pages)	$5,950	$5,550	$5,050
Last right facing page	$3,950	$3,650	$3,350
Back cover (1/2 page island)	$3,550	$3,350	$3,250

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

Business Card Reproduction

Business Card standard (3.5"x2") or vertical (2"x3.5")....$135
All business cards are reproduced in grayscale. Color may be added at the color rate (above).

Classified Advertising

Per line (five line minimum) $5
Per column inch (one inch minimum) $45
Box Number $20

Artistic-Graphic Design Services

Ad Composition..... $70/hour
Business card modification.....$25/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

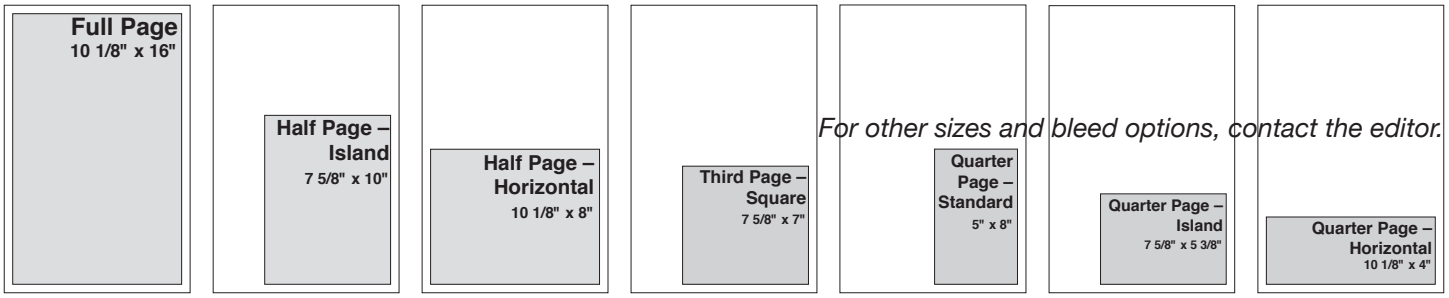
Net 30. Invoices become past due on day 31 and may be assessed 10% late fee. Late cancellation of space – within five days of issue date – will be assessed a 50% charge of the total ad cost. Cancellation of contracts for special position carries a 20% penalty on all unused insertions.

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 (grayscale or CMYK) 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 file-sharing or, if mailing, CD/DVD or flash drive.

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

2027 INSERTION ORDER FORM

Company: _____
Contact Name: _____
Phone Number: _____
Cell/Direct: _____
E-mail: _____

Billing Address: _____
City/State/Zip: _____
Also send an electronic copy of invoices to:
Billing E-mail: _____
Include ☐ ACH Authorization ☐ PayPal payment button (fees apply)

Month	February	April	June	August	September	October	December
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Press:	01-27-27	03-17-27	05-19-27	07-28-27	08-25-27	09-29-27	11-24-27

INSERTION DATES 2027 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 MGM Grand Hotel in Las Vegas, Nevada.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ Black & White	
APRIL – Preview of the Washington Oil Marketers Association Convention as well as coverage of recent meetings, including pictorial highlights of events at the WPMA Convention.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ Black & White	
JUNE – Oregon Fuels Association Annual Conference preview, with additional distribution at the OFA show as well as photo highlights of recent events.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ Black & White	
AUGUST – A preview of the CFCA Summit at the Hotel Del Coronado on Coronado Island – one of the biggest issues of the year with extra distribution at the California show.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ Black & White	
SEPTEMBER – 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.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ 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.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ Black & White	
DECEMBER – The year-end issue with business card holiday greetings, thanks to the 2027 advertisers, and a complete calendar of events for the year 2028.	☐ Full Pg ☐ 1/2 Pg ☐ 1/3 Pg ☐ 1/4 Pg ☐ Business Card	☐ Standard ☐ Island ☐ Horizontal	☐ Full/4-Color ☐ 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:** _____