



CALIFORNIA INDEPENDENT OIL MARKETERS ASSOCIATION

2010 Membership Directory

DEMOGRAPHICS

- ◆ The California Independent Oil Marketers Association (CIOMA) is a non-profit, statewide association of independent wholesale and retail marketers of gasoline, diesel fuel, jet fuel, lubricating oils and other petroleum and energy products. CIOMA has approximately 400 members which make up 90% of the independent petroleum marketers in California.
- ◆ Commonly known as jobbers or marketers, CIOMA members supply most of the fuels, lubricants and other petroleum products that sustain California's transportation, agricultural, commercial and industrial economy.
- ◆ CIOMA customers are local governments, law enforcement agencies, city and county fire departments, emergency vehicles, school district bus fleets, construction companies, marinas, public and private companies, hospital emergency generators, trucking industries, independent service stations and many other bulk product customers.
- ◆ The California Energy Commission relies on CIOMA member companies to provide fuels in emergency situations, such as earthquakes, wildfires, floods and other catastrophes.
- ◆ CIOMA members also continue to expand their businesses to include convenience stores, car washes, truck stops and card lock facilities.
- ◆ CIOMA members rely on their association to deal with governmental requirements and compliance, mandates for equipment upgrades, insurance needs, employee benefits and more. They also have member-only access to money saving programs for a number of business related services as well as a variety of educational opportunities that include the annual California Petroleum Conference and the five-state Pacific Oil Conference.
- ◆ CIOMA's annual Membership Directory and Buyers' Guide is highly valued by our members as a year-round resource for information about the association, member contacts and vendor-related information.

CONTACT INFORMATION

Association Management Office:

3831 North Freeway Blvd., Suite 130
Sacramento, CA 95834
Phone: (916) 646-5999 Fax: (916) 646-5985

Sales Office (Please send all materials here):

115 Spring Water Way
Folsom, CA 95630
Phone: (916) 990-9999 Fax: (916) 990-9991
Visit www.aosinc.biz to send materials electronically.

Advertising Design Available:

Lori at Mattas Media
(916) 837-5996 or design@mattasmedia.com

DATE:

TO:

FROM:

SUBJECT:



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BLACK/WHITE RATES

Full Page	\$1,100
1/2 Page	\$ 800
1/3 Page	\$ 600
1/4 Page	\$ 500

Discount, color or promotional rates are not commissionable

COVERS AND TABS

(4/COLOR INCLUDED – NO CANCELLATIONS)

Covers Inside (2)	\$2,000
Tabs (4 – 2 sides)	\$1,800

COLOR RATES

Color (per insertion) \$500

GUARANTEED SPECIAL POSITION

Other than covers and tabs, 15% surcharge on space to secure preferred position. Otherwise all space requests accommodated at the discretion of the publisher and space availability.

AD DIMENSIONS

<u>Size</u>	<u>Width</u>		<u>Height</u>
Full pg	7-3/8"	x	9-7/8"
1/2 hz	7-1/8"	x	4-3/4"
1/3 vt	2-1/4 "	x	9-7/8"
1/4 hz	4-3/4"	x	3-1/4"
1/4 vt	3-1/2"	x	4-3/4"

Decimal conversions:

3/8" = .375	Type page: 7-7/8" wide x 9-7/8" high
5/8" = .625	Trim Size: 8-7/8" wide x 10-7/8" high
7/8" = .875	Bleed Size: 9-1/8" wide x 11-1/8" high

BINDING: *The comb binding cuts in about 1/4" so please allow for this in your live area.*

FULL PAGE AD WITH BLEEDS

8.5" x 11" trim
 Add 1/8" to the trim to each side for the bleed, if applicable and leave 3/8" inside the trim for the live area.

TAB SPECS

9" x 11" trim
 Add 1/8" to each side for bleed. Leave 3/4" from the trim on the right side (Side A) or left side (Side B) for live area (this is where the tab is cut)
 Leave 3/8" from the trim on the remaining sides for live area

MECHANICAL REQUIREMENTS

Advertisers must submit their camera ready art, matching the exact dimensions of the specified ad in one of the following formats. No other formats are accepted:

- Press-quality PDF (with bleeds when applicable) *or*
- 300 dpi TIFF, EPS or JPG (must be original min. resolution)

■ *All art must be accompanied by a color proof mailed to Association Outsource Services.*

Submission methods:

Mail: CD/DVD to Association Outsource Services, 115 Spring Water Way, Folsom, CA 95630.

Post electronic file to the AOS FTP at www.aosinc.biz

Please be sure to place your ad art in the correct publication/association folder then in the correct issue folder.

DEADLINE: JANUARY 22, 2010



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COPY AND CONTRACT REGULATIONS AND POLICY

a) All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising, which it feels, is not in keeping with the publication's standard. b) 15% commission shall be paid to recognized agencies on space and position charges only, provided however that said commission may be forfeit on invoices remaining unpaid 35 days following date of invoice. c) All advertising orders are accepted subject to the terms and provisions of the current rate card. d) A contract year, or twelve-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for the subsequent or past periods. e) PRO-RATE CLAUSE: If more or fewer insertions are used within one year than specified in the order, charges will be adjusted in accordance with established rates. However credits earned will apply to billings -no cash rebates will be made. f) Advertiser and advertising agency agree to indemnify, defend, and save harmless the publisher from any and all liability for content (including text, illustrations, representations, sketches, maps, trademarks, labels or other copyrighted matter) of advertisements pursuant to the advertiser's or agency's order. g) The publisher reserves the right to reject, discontinue or omit any advertising or any part thereof. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter. The publisher's liability for any error will not exceed the charge for the advertisement in question. h) Publisher is not liable for delays in delivery and/or non-delivery in the event of Act of God, action by any governmental or quasi-governmental entity, fire, flood insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption or any kind, work slowdown, or any condition beyond the control of publisher affecting production or delivery in any manner. i) Failure to make the order correspond in price or otherwise with the rate schedule is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force without further notice. j) Rates are subject to change during the publishing year. However, rates will hold for signed contracts/insertion orders received prior to published rate change. k) Any deliberate attempt to simulate the publication format is not permitted, and the publisher reserves the right to place the word "advertisement" on any advertisement. l) No guarantee for specified position is made unless the position premium has been added to the contract. m) Publisher reserves the rights to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to the publisher. o) **DEADLINE: January 22, 2010** for art, contract and payment p) Cancellations are not accepted after the space close date. Advertisers who do not provide materials by the deadline will be required to rerun an existing advertisement. If an ad rerun is not possible, a 75% cancellation fee will be charged.

MATERIALS & PAYMENT MUST BE RECEIVED in accordance with deadline schedule at 115 Spring Water Way, Folsom, CA 95630. Digital art may be uploaded to www.aosinc.biz. Direct art inquires to Lori Mattas at (916) 837-5996. Sales Office: (916) 990-9999

ADVERTISING ORDER AND INVOICE

Please pay from this form/Invoice

Advertiser (name of company or product being advertised)

Agency (if applicable)

Contact

Address

City State Zip

Phone Fax

Email Address

Space Rate:	\$	_____
Special Placement (add 15% to gross):	\$	_____
_____	-\$	_____
Color Charges:	\$	_____
Design Charges: _____ issue	\$	_____
Net Cost:	\$	_____

PLACEMENT: _____

ARTWORK: NEW _____ P/U _____

ISSUE/DEADLINE	SIZE	SHAPE	COLOR	PRICE
_____	_____	_____	_____	\$ _____

(_____) _____
phone number as it appears in the Advertiser Alpha Index

Website as it appears in the Advertiser Alpha Index

This is a legally binding contract. In signing, the advertiser and the agency agree to abide by the contract regulations stated in this contract. Return completed form and payment to 115 Spring Water Way, Folsom, CA 95630 or: Fax to (916) 990-9991. Payment made to: Association Outsource Services, Inc.

Authorizing Signature: _____
Name and Title: _____
(Please print)

For administrative use only

SR: _____

Date Accepted: _____