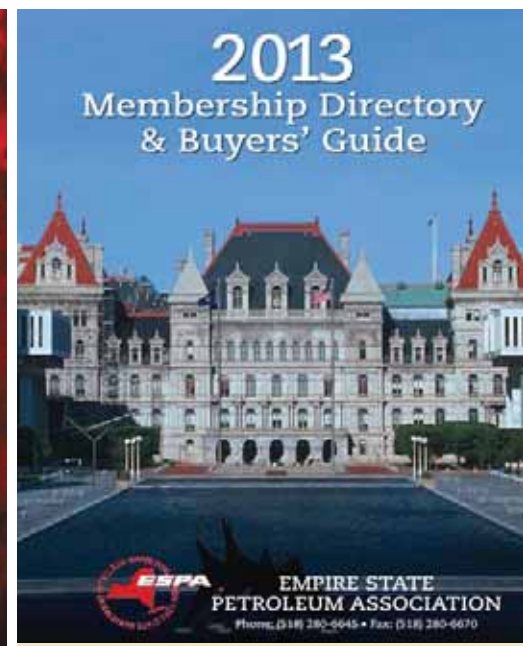




2014 MEDIA KIT



Connect with members responsible for 4 out of 5 oilheat sales and 3 out of 5 motor fuels sales in New York state.

2014 Membership Directory • Empire State magazine

FOR MORE INFORMATION, PLEASE CONTACT:

Anthony Land
Project Leader
Naylor, LLC
Toll-Free: (800) 369-6220 ext. 3454
Email: aland@naylor.com

www.espa.net





Empire State Petroleum Marketers Association



Annual Membership Directory



Empire State magazine
print & digital edition

The ESPA Advantage

- Our members store and distribute gasoline, diesel, aviation, heating and industrial fuels, **generating more than \$4.5 billion annually.**
- We represent members responsible for **4 out of 5 oilheat sales** and **3 out of 5 motor fuels sales** in New York state.
- Our members include **petroleum marketers, convenience store operators and industry suppliers** operating in the state of New York.
- Gain **direct access** to industry executives with buying power in New York. Our publications are mailed directly to the following:
 - Installers of heating and hot water equipment
 - Product wholesalers and retailers
 - Marine and bulk terminal owners
 - Petroleum owners
 - Convenience store owners and operators

Who We Are

Our members are an important part of New York's economy and they support the state's network of businesses through the storage and distribution of gasoline, diesel, aviation, heating and industrial fuels, generating over **\$4.5 billion annually** in New York State.

Don't miss this annual opportunity to reach influential ESPA members. Reserve your space today!



2014 Membership Directory Empire State magazine



Net Advertising Rates

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates

	1x	2x
Double-Page Spread	\$2,579.50	\$2,319.50
Outside Back Cover	\$2,459.50	\$2,279.50
Inside Front or Inside Back Cover	\$2,269.50	\$2,089.50
Full Page	\$1,779.50	\$1,599.50
2/3 Page	\$1,539.50	\$1,389.50
1/2 Page	\$1,159.50	\$1,039.50
1/3 Page	\$899.50	\$809.50
1/4 Page	\$699.50	\$629.50
1/6 Page	\$529.50	\$479.50
1/8 Page	\$409.50	\$369.50

Black-and-White Rates

	1x	2x
Full Page	\$1,059.50	\$949.50
2/3 Page	\$919.50	\$829.50
1/2 Page	\$669.50	\$599.50
1/3 Page	\$539.50	\$489.50
1/4 Page	\$419.50	\$379.50
1/6 Page	\$319.50	\$289.50
1/8 Page	\$249.50	\$229.50

Digital Edition Branding Opportunities - Empire State magazine

Sponsorship | \$750

Skyscraper | \$850

Toolbar | FREE with sponsorship!

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(ESP-R0014)

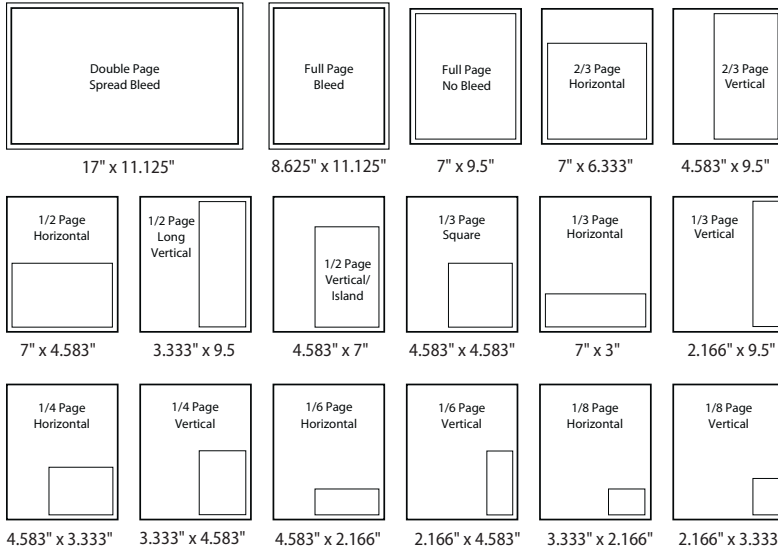


2014 Membership Directory Empire State magazine

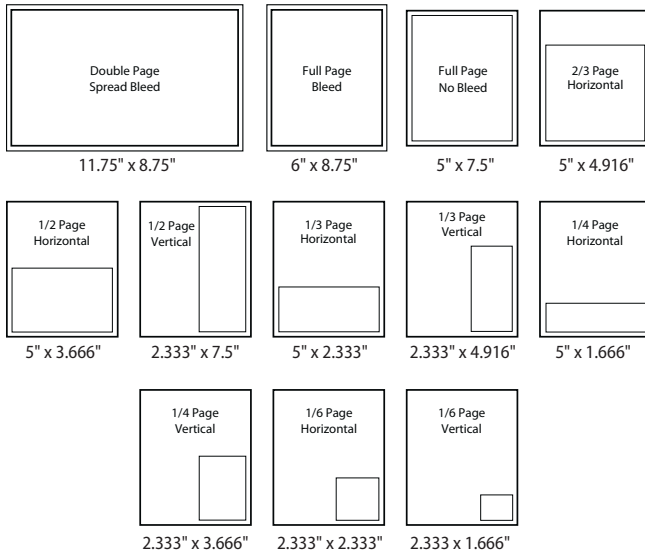


Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Directory/Magazine:

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Roster:

DPS Live Area: 10.75" x 7.5"

Full Page Live Area: 5" x 7.5"

Specs for Outsert/Inserts

Magazine

1 Pg / 1 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

1 Pg / 2 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

Postal flyersheets 8.5" x 11"

Roster

1 Pg / 2 Surface 5.75" x 8.5"

3 Pg / 6 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"

Heavy Card Stock Insert 5.25" x 8.25"



Digital Edition – www.naylornetwork.com/esp-nxt

In addition to print, **Empire State** is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the ESPA's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- Read the issue online or download and print for later
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Sponsorship | \$750

Includes the toolbar! Your message will be prominently displayed directly across from the cover of the magazine.



Digital Toolbar | FREE with sponsorship!

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper | \$850

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.



Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

Digital Edition Sponsor

- 550 x 480 pixels; minimum resolution is 150 dpi
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted

Digital Edition Toolbar

- 250 x 50 pixels; 50 character limit (initial Toolbar button); minimum resolution is 150 dpi
- JPG only (no animation)

*Digital Edition Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Set the frames per second (FPS) to 24
- Do not add buttons or any clickable actions; Please supply the intended URL to your Naylor account executive
- Avoid any ActionScript that can affect the Nxtbook engine, such as the `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`

Digital Edition Skyscraper

- 200 x 783 pixels; minimum resolution is 150 dpi
- JPG only (no animation)

- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

2014 Membership Directory

Empire State magazine



Thank You, 2013 Advertisers!

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with the Empire State Petroleum Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of ESPA.

ADD Systems	Hedge Solutions, Inc.
ADT Fuel Additives	Hero BX
Amthor, Inc.	Hess Corporation
Angus Energy, Inc.	HighlandTank
Argus Media	HutchinsonIndustries
AtlanticDetroitDiesel-Allison	Inside Oil Consulting
AVATAS Payment Solutions	INTL FCStone, Inc.
Aztech Technologies	KME Kovatch
Bick and Heintz, Inc.	Kurtz Truck Equipment
BP Petroleum	Libero & Associates, LLC
Cargas Systems	Liquid Measurement & Control
Carlin Combustion Technology, Inc.	Miller Environmental
Citgo Petroleum	Primedia
CK Business Consultants, Inc.	Roth Industries, Inc.
DeMartini Oil Equipment Service	Sarva Bio Remed, LLC
Energy Insurance Brokers, Inc.	Savage Associates
EnergyResearchCenter	Sprague Energy
ESMI ofNew York	Tank Tech, Inc.
Federated Insurance	Trans-Tech Industries
Friedlander Group	Valero Energy Corporation
Fuel Management Services, Inc.	Webster Fuel Pumps & Valves
General Filters, Inc.	Weiser Mazars
Great Lakes Copper, Inc.	