

**Empire State Energy Association**  
MEDIA GUIDE



**GAIN DIRECT ACCESS TO KEY  
DECISION-MAKERS IN NEW YORK'S  
\$4.5 BILLION ENERGY INDUSTRY.**

***Membership Directory and Buyers' Guide***  
***Empire State*** annual magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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## WHY ADVERTISE?

- Our members store and distribute gasoline, diesel, aviation, heating and industrial fuels, **generating more than \$4.5 billion annually.**
- ESEA's members are responsible for **4 out of 5 oilheat sales and 3 out of 5 motor fuels sales** in New York.
- This is your best chance to **reach key decision-makers all year long.** Our publications are mailed via print and digital edition to:
  - Installers of heating and hot water equipment
  - Product wholesalers and retailers
  - Marine and bulk terminal owners
  - Petroleum owners
  - Convenience store owners and operators

## ABOUT ESEA

ESEA members are the petroleum marketers, convenience store operators and industry suppliers operating in the state of New York. They support the state's network of businesses through the storage and distribution of gasoline, diesel, aviation, heating and industrial fuels, generating more than \$4.5 billion annually in New York state.

**REACH THE KEY LEADERS  
IN NEW YORK'S ENERGY  
INDUSTRY THROUGH  
ESEA MEDIA. RESERVE  
YOUR SPACE TODAY!**



### MEMBERSHIP DIRECTORY & BUYERS' GUIDE

print & digital edition



### EMPIRE STATE

print & digital magazine

# Membership Directory and Buyers' Guide Empire State annual magazine

## Net Advertising Rates

All rates include an Ad Link in the digital edition of the directory and magazine.

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

### Full-Color Rates

	1x	2x
Double-Page Spread	\$2,789.50	\$2,509.50
Outside Back Cover	\$2,559.50	\$2,369.50
Inside Front or Inside Back Cover	\$2,419.50	\$2,229.50
Full Page	\$1,929.50	\$1,739.50
2/3 Page	\$1,669.50	\$1,499.50
1/2 Page	\$1,249.50	\$1,119.50
1/3 Page	\$979.50	\$879.50
1/4 Page	\$759.50	\$679.50
1/6 Page	\$579.50	\$519.50
1/8 Page	\$439.50	\$399.50

### Black-and-White Rates

	1x	2x
Full Page	\$1,149.50	\$1,029.50
2/3 Page	\$999.50	\$899.50
1/2 Page	\$729.50	\$659.50
1/3 Page	\$589.50	\$529.50
1/4 Page	\$449.50	\$399.50
1/6 Page	\$349.50	\$309.50
1/8 Page	\$279.50	\$249.50

**\*Members receive a 10% discount on display advertising. All rates are net and per insertion.**

### Digital Edition Branding Opportunities

Skyscraper | \$875  
Sponsorship | \$775

Leaderboard (magazine only) | \$825  
Toolbar | \$375

Naylor charges a \$50 artwork surcharge for artwork creation or changes.  
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

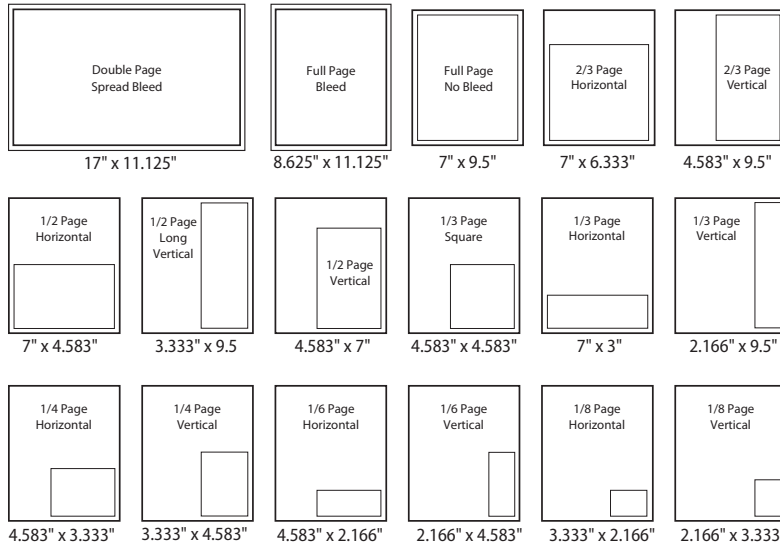
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted 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).

(Rates as of July 2017)

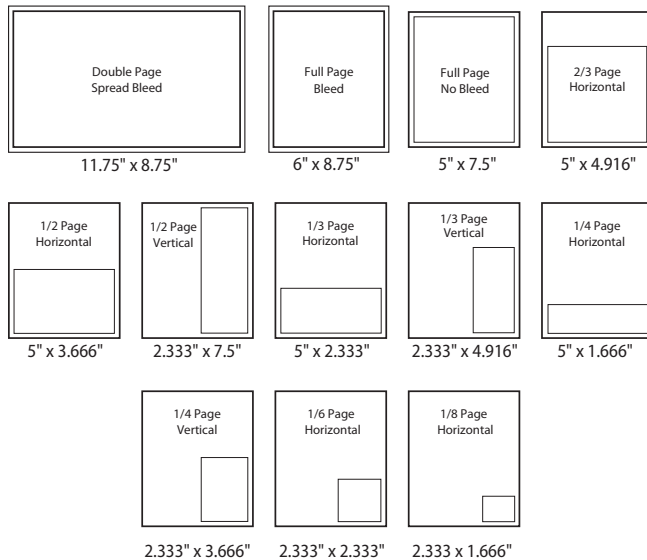
# Membership Directory and Buyers' Guide Empire State annual magazine

## Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



## 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"

## 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](http://www.naylor.com)

## Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

**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"

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).

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## Digital Edition – [www.naylor.com/esp-nxt](http://www.naylor.com/esp-nxt)

In addition to print, *Empire State* and the *Membership Directory and Buyers' Guide* are available in digital versions. 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 ESEA 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 publication
- 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 Toolbar | \$375

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

### Digital Skyscraper | \$875

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

### Digital Leaderboard (magazine only) | \$825

The digital leaderboard is displayed above the digital edition the entire time it is open, giving your message constant and lasting exposure at the center of the screen.

### Digital Sponsorship | \$775

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

### 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](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

# Membership Directory and Buyers' Guide

## Empire State annual magazine

### Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |   |  |
|---|--|
| <input type="checkbox"/> Absorbents                         | <input type="checkbox"/> Heaters                               |
| <input type="checkbox"/> Accounting Services                | <input type="checkbox"/> Hydronic Systems                      |
| <input type="checkbox"/> Additives                          | <input type="checkbox"/> Ignitors                              |
| <input type="checkbox"/> Air Purification                   | <input type="checkbox"/> Insurance                             |
| <input type="checkbox"/> Ballasts                           | <input type="checkbox"/> Leak Detection                        |
| <input type="checkbox"/> Biodiesel Producers                | <input type="checkbox"/> LED Lighting                          |
| <input type="checkbox"/> Boilers                            | <input type="checkbox"/> Legal Services                        |
| <input type="checkbox"/> Bulk Plant Equipment               | <input type="checkbox"/> Lighting Technology                   |
| <input type="checkbox"/> Burners                            | <input type="checkbox"/> Low Water Cut-Off Probes              |
| <input type="checkbox"/> Cathodic Protection                | <input type="checkbox"/> Lubricating Equipment                 |
| <input type="checkbox"/> Civil & Environmental Engineering  | <input type="checkbox"/> Lubrication & Petroleum Equipment     |
| <input type="checkbox"/> Coated Fuel Oil Lines              | <input type="checkbox"/> Marketing                             |
| <input type="checkbox"/> Communication Systems              | <input type="checkbox"/> Oil Companies                         |
| <input type="checkbox"/> Computer Systems & Software        | <input type="checkbox"/> Oil Spill Absorbents                  |
| <input type="checkbox"/> Consultants                        | <input type="checkbox"/> Petroleum Dispensing Equipment        |
| <input type="checkbox"/> Construction Management            | <input type="checkbox"/> Petroleum Equipment Service Companies |
| <input type="checkbox"/> Consultants - Environmental        | <input type="checkbox"/> Petroleum Wholesalers                 |
| <input type="checkbox"/> Credit Card Services               | <input type="checkbox"/> Printing & Business Forms             |
| <input type="checkbox"/> Drums                              | <input type="checkbox"/> Pumps                                 |
| <input type="checkbox"/> Electronic Registers               | <input type="checkbox"/> Radiant Heat Systems                  |
| <input type="checkbox"/> Employment/Personnel               | <input type="checkbox"/> Remediation of Fuel Oil Fumes         |
| <input type="checkbox"/> Environmental Consultants          | <input type="checkbox"/> Tank Truck Manufacturers              |
| <input type="checkbox"/> Environmental Engineering          | <input type="checkbox"/> Tanks & Accessories                   |
| <input type="checkbox"/> Environmental Remediation Services | <input type="checkbox"/> Testing Equipment                     |
| <input type="checkbox"/> Environmental Services             | <input type="checkbox"/> Transformers                          |
| <input type="checkbox"/> Financial Services                 | <input type="checkbox"/> Truck & Tank Sales                    |
| <input type="checkbox"/> Fuel Additives                     | <input type="checkbox"/> Water Heaters                         |
| <input type="checkbox"/> Fuel Management Services           | <input type="checkbox"/> Workers' Compensation                 |
| <input type="checkbox"/> Fuel Oil Filters                   | <input type="checkbox"/> Other: _____                          |
| <input type="checkbox"/> Gas Pumps & Equipment              | _____  |
| <input type="checkbox"/> GPS Tracking Systems               |  |

*One free listing with any size ad. Additional listings are \$20.00 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20.00 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_



# **Membership Directory and Buyers' Guide** **Empire State** annual magazine

## **Thank You, Advertisers!**

Our communications program is made possible solely through advertiser support. We appreciate the investment our advertisers make with the Empire State Energy 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 ESEA.

Advanced Fuel Solutions  
Amthor, Inc.  
Angus Energy, Inc.  
Atlantic Product Service, Inc.  
AVATAS Payment Solutions  
Bick and Heintz, Inc.  
Boston Environmental  
BP Petroleum  
Cargas Systems  
CK Business Consultants, Inc.  
Coverage Concepts, Inc.  
DeMartini Oil Equipment Service  
DRM, Inc.  
ESMI of New York  
Federated Insurance  
Fuel Management Services, Inc.  
General Filters, Inc.  
Hedge Solutions, Inc.  
Highland Tank

Integro  
JJM Boiler Works, Inc.  
Kurtz Truck Equipment  
Liquid Measurement &  
Controls, Inc.  
Mazars USA, LLP  
NBT-Mang Insurance Agency  
Papco  
PriMedia  
Renewable Energy Group  
Roth North America  
Savage Associates, Inc.  
Scully Signal Co.  
Sinclair Oil Corporation  
Slant/Fin Corporation  
Star Gas Partners L.P.  
United Riverhead Terminal  
Valero Energy Corporation  
W.B. Hill, Inc.