

Target Market: Empire State Petroleum Association



www.espa.net

New York's petroleum industry generates \$4.5 billion annually.

- ▶ Reach the decision makers and the purchasing agents of the country's single largest oil heat and motor fuel association. Empire State Petroleum Association members represent petroleum and petroleum product wholesalers and retailers, marine and bulk terminal owners, installers of heating and hot water equipment and owners and operators of convenience stores.

ESPA's Annual Magazine and *2006 Membership Directory* offer you cost-effective, direct access to this lucrative industry. Our industry provides heating oil service to over 2.6 million New York households. We also supply gasoline and diesel fuel for the 8.4 million registered automobiles and 1.3 million trucks and buses in New York. Don't miss out on this excellent opportunity. Both the *2006 Membership Directory* and the *ESPA Annual Magazine* are the pipelines of communication our members use to stay in touch with New York's petroleum industry.

Contact your Naylor sales representative today to reserve your space. We appreciate your support!



Contact ▼

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"We Build Image"

2006 Membership Directory ESPA Annual Magazine

Official publications of the Empire State Petroleum Association



► Target Audience and Benefits

- Cost-effective and direct access to petroleum and petroleum product wholesalers and retailers, marine and bulk terminal owners, installers of heating and hot water equipment, owners and operators of convenience stores and petroleum transporters.
- Reach the key decision makers of the single largest oil heat and motor fuel association in the entire country.
- Targeted exposure to an industry that generates over \$4.5 billion annually throughout New York. Our industry provides heating oil service to over 2.6 million New York households. We also supply gasoline and diesel fuel for the 8.4 million registered automobiles and 1.3 million trucks and buses in New York.
- Receive a complimentary copy of both the magazine and the directory. Use the directory to make contacts and encourage current and future clients to use your products and services.

► Visibility in Your Industry

- **Maximum exposure:** Premium positions and editorial adjacencies are available on a first-come, first-served basis for the best visibility to your target market. Ask your sales representative for details.
- **Extra visibility:** All advertisers will receive a free customized listing in our Index to Advertisers. Your company name will be listed under the category of your choice along with the page number of your ad so readers can quickly and easily find your company's information.

► The Publication

- *2006 Membership Directory*: A 6" x 9", four-color, glossy-stock spiral-bound publication.
- Magazine: An 8.5" x 11", four-color, glossy-stock publication.
- **Targeted reach:** Because the *2006 Membership Directory* and *ESPA Annual Magazine* go to 100% of our membership, you can be sure that you are targeting the people who want and need your products and services.
- All space reservations require a completed Insertion Order received on or before the sales close date. Invoices issued upon publication.

► The Publisher

- Naylor Publications, the national leader in professional communications services for associations, serving more than 400 leading organizations from 85 different industries across North America, is the official publisher of the *2006 Membership Directory* and *ESPA Annual Magazine*.

We are the industry.



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