







Source of Business Information for Georgia's Oil Industry

About GOA...

- founded in 1933
- state trade association dedicated to developing and encouraging high professional standards of service and conduct among petroleum wholesalers
- membership is composed of Active and Associate members. Non-members may apply for membership in the association by submitting an application signed by an officer of the firm. The application will be processed and if approved by the Board of Directors, the firm will be enrolled as a member.
- governing body, which serves without pay, consists of a Chairman of the Board, the Immediate Past Chairman, three Vice Chairmen, and 21 Directors
- membership at the annual winter meeting elects the officers for a one-year term and seven directors for three-year terms
- President is a full-time employee of the Association and serves at the pleasure and discretion of the governing body of the Association.
- Convention held each year gives the opportunity of sharing an interchange of ideas with fellow members
- Convention, in addition to the regular business and committee meetings, features an excellent array of marketing seminars designed to help marketers become even more efficient and better able to take advantage of new profit opportunities.

These are some of the reasons a petroleum marketer should be a member of the Georgia Oilmen's Association:

- GOA members receive the benefit of over forty years' experience handling environmental projects by the staff of Georgia Oilmen's Services, Inc. (GOS). GOS' services include underground tank closures, corrective, action plans, remediation system design, environmental property assessments, emergency spill response, statistical inventory reconciliation, and underground storage tank system compliance audits.
- Since 1991 the GOA has provided members a stable, secure and competitive market for workers' compensation insurance coverage. The GOA's program has returned dividends of nearly $13 million over the past years to qualifying participants. With assets in excess of $10 million, the program continues to grow and offers GOA members a stable workers' compensation market for today and for years to come.



Georgia
PetroleumMarketer

www.georgiaoilmensassoc.com



Rate Sheet

PUBLISHED MONTHLY BY

Georgia Oilmen's Association
1775 Spectrum Drive – Suite 100
Lawrenceville, Georgia 30043
Telephone: (770) 995-7570
Fax: (770) 995-9757

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General Advertising Rates

1. GENERAL ADVERTISING RATES

a.	12 Times	6 Times	4 Times	1 Time
Double Page	$572.00	$672.00	$700.00	$728.00
Full Page	392.00	405.00	410.00	414.00
1/2 Page	242.00	259.00	264.00	268.00
1/3 Page	146.00	161.00	167.00	173.00
1/4 Page	124.00	128.00	131.00	135.00
Classified Ads	75.00	75.00	75.00	75.00

b. Premium positions to be negotiated on an annual contract only.
Inside front cover, inside back cover, back cover, or center pages

c. Non-Members – plus 20%

2. COMMISSION

Agency Commission	15%
Cash Discount	2% (10 days from date of invoice)

3. CLOSING DATES

Forms close the first day of month of issue for complete ad copy.

4. CIRCULATION

Total 1200; Breakdown – free monthly circulation to 800 PETROLEUM MARKETERS, SUPPLIERS, and other Associate Members, and 300 to members of Congress, state officials and members of the Georgia General Assembly.

5. MECHANICAL REQUIREMENTS

a. Standard Unit Sizes (w x h):
Double Page: 16" x 10"
(bleed: 17.5" x 11.5")
Full Page: 7.5" x 10"
(bleed: 8.75" x 11.5")
1/2 Page (Vertical): 3-9/16" x 10"
1/2 Page (Horizontal): 7-1/2" x 4-7/8"
1/3 Page (Vertical): 2-5/16" x 10"
1/3 Page (Horizontal): 7-1/2" x 3-1/4"
1/4 Page (Vertical): 3-9/16" x 4-7/8"
1/4 Page (Horizontal): 7-1/2" x 2-5/16"
Column Width: 2-5/16" or 3-9/16"
Column Depth: 10"

b. Printing: Printing by offset, paper is machine coated enamel.

c. Columns: Standard two (3-9/16") and three (2-5/16") – varies per page layout effect.

d. Copy: Prefer MacIntosh computer format (QuarkXPress version 3 or higher, and Photoshop Tiff or EPS for halftones – color or black and white; or high resolution pdfs), also camera ready copy. No charge for ad layout of normal copy if other medias are not available. Halftone screens should be 150 lines and 300 dpi – color (RGB or CMYK; RGB will be converted to CMYK) or black and white.

6. COPY AND CONTRACT REGULATIONS

The publisher reserves the right to reject any advertisement.

Advertising Order

Georgia Petroleum Marketer is hereby authorized to insert our advertising as indicated in the calendar below (show size – e.g., Jan., 1/3 Vertical; March, Full Page; etc.). We accept the terms as outlined on this rate brochure.

FIRM NAME _____
(or Advertising Agency)

CONTACT _____

ADDRESS _____

_____

PHONE _____

EMAIL _____

ADDITIONAL INSTRUCTIONS _____
(If Advertising Agency, show name of company placing ad.)

_____

_____

_____

DATE _____

JAN.	FEB.	MARCH	APRIL
MAY	**JUNE**	**JULY**	**AUGUST**
SEPT.	**OCT.**	**NOV.**	**DEC.**