



January 15, 2010

*"Knowledge & Experience  
Working for You"*

**TO: PPMCSA ASSOCIATE MEMBERS**  
**FROM: ROBERT H. WILLIS, Technical Director**  
**SUBJECT: 2010-2011 PPMCSA MEMBERSHIP DIRECTORY ADVERTISING**

The new year has arrived and there are some exciting new things happening with the Association. PPMCSA's web site has been updated so take some time and take a look, [www.ppmcsa.org](http://www.ppmcsa.org). The PPMCSA/ESPA 2010 Convention, Annual Meeting and Trade Show will be held September 21-23, at a new convention center. The location is the Lancaster County Convention Center, 3 East Vine Street, Lancaster, PA, [www.lancasterconventioncenter.com](http://www.lancasterconventioncenter.com).

These changes are going to offer our Associate members some exciting new things to consider for this year. First, consider placing an advertisement in the upcoming 2010-2011 PPMCSA Membership Directory, which will be issued in June, to keep your company and its services in front of PPMCSA's members. Advertising in the directory, which reaches approximately 400 petroleum marketing firms (Active members) and approximately 200 vendor firms (Associate members), is available only to PPMCSA members. Enhance your Buyers' Guide listing in the publication advertising. Place your ad today.

Second, as a PPMCSA directory advertiser, you also have the opportunity to establish a link from PPMCSA's website directly to your website. If you choose this option, which is listed on the Advertising Order Form, we will also include your company logo on the scrolling banner of PPMCSA's web site for free. This live link will be in place for one year, effective June 2010 through June 2011.

If this is your first advertisement in our directory, you may submit your ad in one of two ways: by e-mail to Robert Willis, [rwillis@ppmcsa.org](mailto:rwillis@ppmcsa.org), followed up by mailing a hard copy of the exact size of the ad and the order form to our office, or by mailing computer disk(s) or camera-ready ad(s), along with a hard copy of the exact size of the ad and the order form, to our office. Ads must include all graphics. See the enclosed Advertising Order Form for specific information.

If you advertised in the 2009-2010 directory, a copy of your ad is enclosed. Should you wish to use the same advertisement for 2010-2011, mark the appropriate space on the enclosed Advertising Order Form and this will be accepted as your copy submission. If you wish to change your ad, please submit your new ad based upon the criteria listed in the above paragraph.

**Order forms, ads and checks must be in the PPMCSA office on or before February 26, 2010.** We cannot guarantee inclusion of any material received after that date. **Remember, only PPMCSA members can advertise in the Membership Directory. Make sure your 2010 membership dues are paid** when submitting your Advertising Order Form.

Please reply by completing the entire Advertising Order Form and return it in the enclosed self-addressed envelope with a check made payable, in U.S. currency, to PPMCSA.

RHW:mjw

Enclosures





P.O. Box 68  
Highspire, PA 17034-0068  
(717) 902-0210  
Fax (717) 902-0290  
www.ppmcsa.org

You may submit your ad in one of two ways: By e-mail to Robert Willis at [rwillis@ppmcsa.org](mailto:rwillis@ppmcsa.org), followed up by mailing a hard copy of the exact size of the ad and the order form to our office, or by mailing computer disk(s) or camera-ready ad(s), along with a hard copy of the exact size of the ad and the order form, to our office. Ads must include all graphics. Proofs will not be supplied or returned unless requested.

All advertising is subject to publisher's approval. Advertisers agree to protect and indemnify the publisher from any claims arising from contents of advertising material.

No commissions, etc., will be paid to agencies.

Cancellations and revisions of orders for all advertising will not be accepted after February 26, 2010.

Directories will be issued in June 2010.

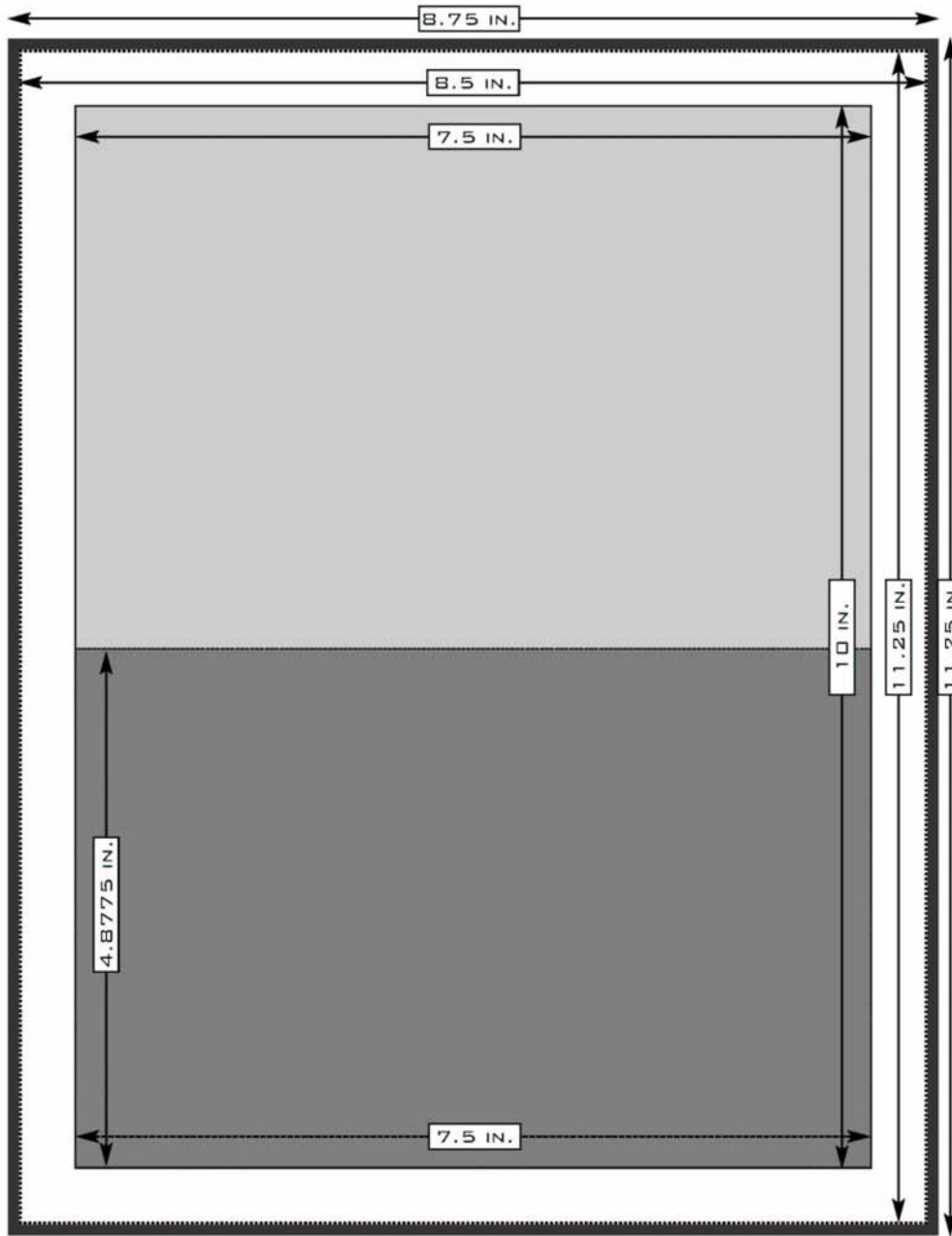
**PAYMENT MUST BE IN U.S. CURRENCY AND MUST ACCOMPANY  
ADVERTISING ORDER FORM.**

*The Advertising Order Form must be signed and returned to PPMCSA, along with a hard copy of the exact size of your ad, the computer disk(s) or camera-ready(s) of your ad, (unless you are e-mailing the ad to Bob Willis), and a check made payable to PPMCSA, no later than February 26, 2010. We cannot guarantee inclusion of any material received after that date.*

**➔ COPY BOTH SIDES FOR YOUR RECORDS. ⬅**



# Directory AD Specs.



## Printing/Binding

**Printing:** Offset

**Binding:** Perfect Binding

## Supplied Files

**PDF File:** PDF must be press quality with 300 DPI Artwork and Fonts embedded. PDF should reflect correct AD supplied size in chart below.

**QuarkXpress Files:** Quark file should be collected with Fonts and pictures needed for output.

**Indesign File:** Indesign file should be collected with Fonts and links needed for output.

## Artwork

**Color Art:** Artwork must be in CMYK supplied as a Tiff, Jpeg or Eps file. Resolution should be 300 Dpi at the print size.

**Grayscale or B/W Art:** Artwork must be in grayscale supplied as a Tiff, Jpeg or Eps file. Resolution should be 300 Dpi at the print size.

### Originals to be scanned:

- 600 dpi laser print  
(text and line art only - no screens)

**All ad material must include a hard copy or pressmatch.**

**Anything Other than the Above is NOT Camera Ready.**

Original design and revisions or resizing to camera-ready art can be completed at a rate of \$100/hr.

AD Finished Size	AD Supplied Size	Description
8.5 x 11 in.	8.75 x 11.25	<b>Full Page Ad with Bleeds</b> - Your Ad will cover the entire page with no white border or frame