



Considering advertising in the IOMA Membership Directory? That's smart!

Smart: "Having a high mental capacity; quick to comprehend, displaying or characterized by quickness of understanding, sound thought and good judgment."

In this economy, it is smart to spend your dollars wisely. IOMA's 2009 Membership Directory and Resource Guide is a smart venue to place an ad:

- **Smart!** IOMA has captured a data base that identifies gas stations throughout our market, including volumes and class-of-trade. We will mail the directory to over **1500** of the highest-volume, end-dealers throughout New England. There is no better medium to capture this market.
- **Smart!** In fact, we feel like we will capture 80% of the independent facility market in New England. These facilities include; service bays, convenience stores and food-service operations. The directory/resource guide will be a reference tool for IOMA member jobber/wholesalers in addition to all of the major brand refiner/marketers.
- **Smart!** The Resource Guide is a vital source of revenue for IOMA – the association that returns dividends by protecting your interests.

The 2009 Membership Directory/Resource Guide will be on the desk and referred to by the New England Petroleum Industry throughout the year. **Be Smart!** Simply check off "same ad as last year" or submit your new ad copy.

Sincerely,

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