



ILMA Media Kit Wins Gold

ALEXANDRIA, VA (January 15, 2009) – ILMA is pleased to announce that it has won a Gold Award (first place) in the Association Trends Media Contest for the ILMA 2009 Media Kit. The media kit is the Association’s advertising packet for its three publications: *Compoundings*, the *Membership Directory* and *FLASHPoint*.

Association Trends, a publication for association leaders and managers, sponsors this competition each year. ILMA’s 2007 Media Kit won a Silver Award (second place) in 2007. The 2009 award presentation will be in February.

“Congratulations to Martha Jolkovski, Director of Publications and Advertising, and the rest of the ILMA publications team,” said Celeste Powers, ILMA Executive Director. “This award is a huge honor, given that there are nearly 400 entries from international to local associations, many of whom have budgets and staff much larger than ILMA.”

Companies who want to reach the key decision-makers among independent lubricant manufacturers are invited to request a copy of this award-winning, easy-to-follow advertising guide — and to advertise with ILMA. For a copy, contact Jolkovski at mjolkovski@ilma.org or 703-684-5574.

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The Independent Lubricant Manufacturers Association (ILMA) was founded in 1948. ILMA's 300 members include independent lubricant companies that produce more than 25% of all lubricants and 80% or more of the metalworking fluids and other specialty industrial lubricants sold in the U.S., and key suppliers of raw materials and services to independent lubricant manufacturers.