

# SSA Launches e-Magazine



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We are always looking for opportunities to promote the benefits, products and expertise to our members and to the petrol retailing industry in general.

It was with that objective in mind that the SSA has developed a new promotional product – a new e-Magazine.

The e-Magazine is more than just a conversion to an easy to read, store and distribute format because it opens up an imaginative way of communicating your products and services via the e-Magazine that will reach a much wider audience with an inviting interactive application. All up, the e-Magazine will deliver more “hits” to your prospective customers and enhance your industry profile.

No more writing down e-mail addresses or typing them in from a page in a magazine. A simple move of the cursor and click on the mouse and the interested person is immediately looking at your website or specific webpage. It’s instantaneous and catches the reader’s attention. From then on, it’s easy for them to keep scanning, and taking in the messages you want them to see.

NOW with our SSA e-Magazine it is simply a matter of one click on your advertisement, company logo or email address, and your customer is then either emailing you or browsing your web page (that you have nominated)!

Below are the links to our last two editions, Winter 2009 and Spring 2009.

May I suggest that you check out your company’s advertisement or listing in the Business Partner section and try the links for yourself...

[http://ssa.org.au/magazine/2009\\_winter/index.php](http://ssa.org.au/magazine/2009_winter/index.php)

[http://ssa.org.au/magazine/2009\\_spring/index.php](http://ssa.org.au/magazine/2009_spring/index.php)

For further information on future editions, and to enquire about upgrading your profile to “e-Magazine” level please return the following request to Colin Long at [colin@ssa.org.au](mailto:colin@ssa.org.au) or call on **02 9420 5599**.

Request to Colin Long at [colin@ssa.org.au](mailto:colin@ssa.org.au) or call on 02 9420 5599.

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