

Cool New Products

Marketing



Get Your Cool New Product In Front of Retailers With Purchasing Power

There's no better place than NACS to debut your new product, service or technology. With multiple, year-round platforms to choose from—print, digital, mobile and live events—NACS Media can help you reach retail buyers looking to stock their stores with what's new and cool in the convenience channel.

Cool New Products are grouped in one of seven major categories: **New to the Industry, New Design, New Flavors, New Services, New Technology, Health & Wellness, and Green (Eco-Friendly).**



BONUS!
Buy 3 Cool New Product print ads in 2018 and get the 4th ad free.*

“The Cool New Products Guide is the most read feature of NACS Magazine.”

Source: 2016 Readex Research
NACS Magazine Reader Study

185,865
average monthly impressions



Cool New Products Guide NACS Magazine

This special supplement appears quarterly in *NACS Magazine*, giving your product or service high-level visibility. Four-color, quarter-page and half-page ads are available.

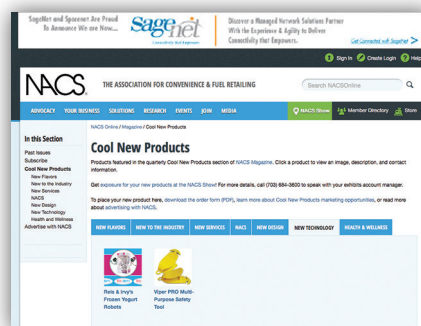
Investment:

- Quarter-page: \$1,000 for regular issue / \$1,200 for NACS Show issue
- Half-page: \$1,800 for regular issue / \$2,000 for NACS Show issue

2018 Deadlines: January: CLOSED;
April: CLOSED; July: 6/5/18;
October (NACS Show Issue): 9/5/18

Bonus Online Product Visibility:

Your listing will be included online at nasonline.com for three months at no additional cost, stretching your marketing dollars further and extending your reach to thousands of website visitors.



Cool New Product Spotlight Ad In NACS Daily

If you've placed your Cool New Product ad in *NACS Magazine*, you're eligible to appear in the NACS Daily e-newsletter—a daily source of news emailed to more than 58,000 convenience industry opt-in subscribers.

Investment:

\$1,000/two weeks (net)

Deadline:

Five (5) days before start date

NACS | Media
convenience.org/coolnewproducts

* Ads can be combined in a single issue or placed individually in any of the four, quarterly magazine supplements during the 2018 calendar year.



Space Reservation

Please indicate which issue(s), quantity and ad size (i.e., quarter page, half page) for each Cool New Products ad.

Bonus! Buy 3 Cool New Product print ads in 2018 and get the 4th ad free.

January 2018
Space Deadline: CLOSED
Materials Due: CLOSED
 \$1,000 (net) quarter-page ad;
 \$1,800 (net) half-page ad
 Quantity: _____ Size: _____

April 2018
Space Deadline: CLOSED
Materials Due: CLOSED
 \$1,000 (net) quarter-page ad;
 \$1,800 (net) half-page ad
 Quantity: _____ Size: _____

July 2018
Space Deadline: May 26, 2018;
Materials Due: Jun. 5, 2018
 \$1,000 (net) quarter-page ad;
 \$1,800 (net) half-page ad
 Quantity: _____ Size: _____

October 2018 (NACS Show Issue)
Space Deadline: Aug. 29, 2018;
Materials Due: Sept. 5, 2018
 2017\$1,200 (net) quarter-page ad;
 \$2,000 (net) half-page ad
 Quantity: _____ Size: _____

NACS Daily Spotlight
 \$1,000/two weeks (net)
 Quantity: _____

Reservation Total: \$ _____

Ad Delivery Instructions

Email the following materials to production@convenience.org. For each listing, include "Cool New Products Guide" and your company name in the subject line.

Material Requirements


- 1) Product Information:** Please include headline, product name, and company name as you wish it to appear in the listing.
Word limit for each: **50 characters with spaces.**
- 2) Promotional Copy:**
 - Quarter-page ad: **No more than 80 words**
 - Half-page ad: **No more than 120 words**
 Please describe the product in paragraph form (no bullets). NACS reserves the right to edit any copy for grammatical errors, consistency, clarity or length.
- 3) Contact Information:** Provide phone number and website for sales leads.
- 4) Image Requirements:**
 - Quarter-page ad: approximate size of 3"x3"
 - Half-page ad: approximate size of 4.5"x4.5"
 One image per product listed (multiple images for one listing will not be accepted). Must be "pure" image file at 300 dpi resolution in a JPG, TIFF or EPS format. **Images embedded in PDF, Word or PowerPoint cannot be accepted.**
- 5) Product Category:** Ads are grouped within one of seven major categories: New to the Industry, New Design, New Flavors, New Services, New Technology, Health & Wellness, and Green (Eco-Friendly). **Please let us know which category you'd like your ad placed within when you reserve your space.**

Contact Information

Company Name _____
 Contact Name _____
 Title _____
 Advertising Agency (if applicable) _____
 Address _____
 City, State, ZIP _____
 Country _____
 Email _____
 Phone _____

Payment (Payment must be received to guarantee space.)

Check enclosed made out to NACS
 (Mail to NACS, P.O. Box 6930, McLean, VA, 22106-9902)

VISA MasterCard American Express Official Card of NACS 

Credit Card Number _____
 Exp. Date _____ Billing ZIP Code _____
 Cardholder Name _____
 Cardholder Signature _____

The signatory of this form agrees to accept and pay all applicable charges, including adjustments to reflect correction of arithmetical errors as well as per item costs, based on the items chosen and your company's current membership status with NACS - The Association for Convenience & Fuel Retailing. Moreover, the signatory specifically authorizes NACS to charge any such amounts to the credit card referenced on this form.

Please email this completed form to your NACS Media sales rep:

Stacey Dodge
 Advertising Director/Southeast
 (703) 518-4211 | sdodge@convenience.org

Jennifer Nichols
 National Advertising Manager/Northeast
 (703) 518-4276 | jnichols@convenience.org

Sandy Smith
 National Sales Manager/West-Midwest
 (703) 518-4277 | ssmith@convenience.org

convenience.org/advertise

