

# MEDIA PLANNER 2017



NACS<sup>®</sup>

**UNLEASH THE POWER**

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## THE POWER OF NACS

Our audience is part of a U.S. industry of more than 154,000 convenience stores with retailers who rely on information and insights from NACS to make them stronger and more profitable, whether through delivering new products to their customers or executing cutting-edge best practices.

Through customized and integrated marketing opportunities—including the industry's premier buying event, the NACS Show—NACS helps you build relationships with retailers who are innovating and evolving the convenience and fuel retailing industry.

With precision targeting—we know the name and job title of everyone we reach—we have personal relationships with the most influential audience of highly engaged decision makers.

NACS is the power that delivers.



# NACS RETAIL MEMBER REPRESENTATION



11-50 stores

306  
companies  
representing  
7,269  
stores

1-10 stores

1,384  
companies  
representing  
3,452  
stores

Our strength is our membership. NACS is a chief advocate, representing more than 1,820 retail companies operating more than **100,000 convenience stores** in the United States and internationally. For them, NACS has been a trusted partner for strategic information, data and trends for more than 55 years.

Only NACS can connect you with the top decision makers of the **\$547.8 billion** convenience and fuel retailing industry.

(Source: July 2016 NACS membership report)

# 02

## THE MAGAZINE



**CELEBRATING  
15 YEARS  
IN 2017!**

### TRUSTED ADVISOR, INDUSTRY CHAMPION

The award-winning *NACS Magazine* features thought-provoking and insightful articles that focus on trends, best practices, metrics and advocacy for the convenience and fuel retailing industry. **We don't just report on the news, we make the news.**

As a trusted advisor and industry champion, our partnership with our members makes our paid readers highly poised for engagement with your advertising messages and brand.

### VISIBLE AND TIMELY

*NACS Magazine* is the **only publication in the industry** that reaches convenience retailers the first week of every month.

### AWARD-WINNING

Subscribers aren't the only ones who notice our sleek design and captivating content. *NACS Magazine* has received **national and international recognition** in both editorial and design by winning Association Media & Publishing Excel Awards, ASTRID Awards (International) and APEX Awards.

**“The NACS team collaborated with us to best achieve our brand advertising objectives using a mix of media platforms, including NACS Online and *NACS Magazine*, helping us target the exact audience we wanted to speak to, at the right time, to get the best results.”**

— Jacqui Cintron, Vice President of Marketing  
Whirley-DrinkWorks!



Custom Publishing Council



# IN EVERY ISSUE



**Category Close-Up**  
NACS State of the Industry data and Convenience Tracking Program research enhances supplier and retailer insights in this focus on top in-store categories such as tobacco, beer and snacks.



**Gas Station Gourmet**  
A monthly spotlight on foodservice-focused retailers from around the country.



**Global Trends**  
An in-depth look at the trends shaping the international convenience marketplace.



**Ideas2Go**  
A round-up of innovative ideas from convenience stores across the country as well as emerging concepts that redefine convenience retailing.



**Inside Washington**  
A look at NACS advocacy on Capitol Hill and the top issues influencing the future of the industry, such as menu labeling, data security and labor.



**Mobile: New in 2017!**  
NACS Magazine's new-and-improved digital edition and mobile app offers crisp, brilliant resolution, enhanced video storytelling and new ways for retailers to engage with your advertising. Reach readers whenever and wherever they may be with dynamic new advertising opportunities both on the Adobe app platform and at NACSMagazine.com.

# 04

## THE AUDIENCE



(Source: December 2015 BPA Statement, BPA International)

NACS offers a **quality audience** and our BPA statement reinforces our positioning. By choice, *NACS Magazine* precision targets headquarter decision makers which are updated annually by name and title—including the thousands of exclusive industry buyers who attend the NACS Show.

- *NACS Magazine's* circulation is **100% paid—the only paid circulation publication in the industry.**
- *NACS Magazine* has **the highest percent of circulation by name and title in the industry (98.5%)**, reassuring our advertisers that our readers are the group with buying power.
- *NACS Magazine's* circulation is **100% first-year qualified**—the highest in the convenience channel. Our names and titles are the freshest and most accurate, while other publications fill their circulations with obsolete readers verified every two or three years.

**PRECISION  
TARGETED  
AUDIENCE**



**Most of my successes in our c-store comes from NACS; they consistency help us hit home runs and we are the leaders in our market and can react to new trends.”**

— Kent Couch, CEO, Stop and Go



72%

of readers take action  
after seeing an ad

85%

say NACS  
*Magazine* provides  
thought leadership

1 out of 10

purchased or ordered a product/  
service after seeing an ad

## READERSHIP FACTS

61%

of recipients share  
their copies of  
*NACS Magazine*  
with a colleague

90%

believe *NACS  
Magazine* is  
attractive/  
professional-  
looking

90%

say *NACS  
Magazine* cov-  
ers the most  
up-to-date  
industry trends

90%

feel that the information  
is presented in a credible/  
authoritative way

Readers spend an average of

45 mins

on each issue

A typical subscriber saves their  
copies of *NACS Magazine* for

6.4 months

(Source: 2015 Readex Reader Study)

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## 2017 EDITORIAL CALENDAR

## JANUARY

**COOL NEW PRODUCTS GUIDE\***

Ad Close: 12/2/16  
Materials Due: 12/9/16

- Direct Store Operating Expenses
- Tobacco Deeming Rules
- Category Close-Up: Other Tobacco Products; Health & Beauty Care

**Bonus Distribution:** NRF Big Show; NATSO Show; Winter Fancy Food Show; Tobacco Plus Expo



## FEBRUARY

**NACS Leadership Forum**

Ad Close: 1/6/17  
Materials Due: 1/12/17

- Leadership
- Foodservice
- Category Close-Up: Ice Cream/Frozen Novelties

**Bonus Distribution:** NACS Leadership Forum; NGA Show; Convenience Distribution Marketplace; NAFEM Show

## MARCH

**15TH ANNIVERSARY ISSUE**

Ad Close: 2/3/17  
Materials Due: 2/9/17

- Alternative Fuels
- Plan Profitable Menus
- Category Close-Up: General Merchandise; Liquor

**Bonus Distribution:** NACS HR Forum; NACS Government Relations Conference; SNAXPO; Gulf Coast Food & Fuel Expo; NACS Convenience Summit - Asia

## APRIL

**NACS State of the Industry Summit  
COOL NEW PRODUCTS GUIDE\***

Ad Close: 3/3/17  
Materials Due: 3/8/17

- Shopper Segmenting
- Monetize POS Data
- Category Close-Up: Alternative Snacks; Hot Dispensed Beverages

**Bonus Distribution:** NACS SOI Summit; Conexxus Annual Conference; NATO Show; The Car Wash Show; WPMCA Trade Show; Fuels Institute Spring Meeting; M-PACT



## MAY

**THE CATEGORY MANAGEMENT ISSUE**

Ad Close: 4/5/17  
Materials Due: 4/11/17

- Snacking Trends
- Best Practices in Cat Man
- Category Close-Up: Candy; Packaged Sweet Snacks

**Bonus Distribution:** NRA Show; Sweets & Snacks Expo; Southwest Fuel & Convenience Expo

## JUNE

**NACS Insight Convenience Summit-Europe**

Ad Close: 5/4/17  
Materials Due: 5/10/17

- NACS SOI Summit coverage
- Working with Suppliers
- Category Close-Up: Cold Dispensed Beverages; Grocery

**Bonus Distribution:** NACS Insight Convenience Summit-Europe; Vapor Expo; IDDBA Show; FMI Connect/United Fresh Show

## JULY

**THE FOODSERVICE ISSUE  
COOL NEW PRODUCTS GUIDE\***

Ad Close: 6/5/17  
Materials Due: 6/12/17

- Investing in Foodservice
- Importance of Fresh
- Category Close-Up: Frozen Dispensed Beverages

**Bonus Distribution:** National Coalition of Associations of 7-Eleven Franchisees Show



## AUGUST

**NACS SHOW: FIRST GLIMPSE  
AD STUDY**

Ad Close: 7/6/17  
Materials Due: 7/12/17

- Loyalty
- Vending
- Category Close-Up: Packaged Beverages

**Bonus Distribution:** Multicultural Retail 360 Summit

## SEPTEMBER

**PRE-NACS SHOW ISSUE**

Ad Close: 8/7/17  
Materials Due: 8/11/17

- Real Estate
- Telling the Brand Story
- Category Close-Up: Salty Snacks; Food Prepared Onsite

**Bonus Distribution:** Pacific Oil Conference

## OCTOBER

**NACS SHOW ISSUE  
COOL NEW PRODUCTS GUIDE\***

Ad Close: 9/5/17  
Materials Due: 9/12/17

- Innovation/Disruption
- Supply Chain
- Category Close-Up: Beer

**Bonus Distribution:** NACS Show



## NOVEMBER

**POST-NACS SHOW WRAP-UP**

Ad Close: 10/3/17  
Materials Due: 10/11/17

- NACS Show Coverage
- Time of Day Merchandising
- Category Close-Up: Wine

**Bonus Distribution:** SIGMA Annual Meeting; Pack Expo International

## DECEMBER

Ad Close: 11/3/17  
Materials Due: 11/10/17

- Employee Training
- Self-Scanning
- Category Close-Up: Cigarettes



Hunter Club members receive exclusive rates. Contact your sales rep for details.



NACS Magazine doesn't just report the news, we make the news. We help shape the policies and minds on Capitol Hill and share insightful analysis and unbiased leadership in every issue, making NACS Magazine the #1 trusted source of information for decision makers in the convenience industry.

## NACS MAGAZINE ADVERTISING RATES (GROSS)

4-COLOR ADS

SIZE	1x	PRESHOW 1x	SHOW 1x	3x	6x	12x
<b>FULL PAGE</b>	\$5,565	\$6,120	\$6,680	\$5,250	\$4,935	\$4,620
<b>2/3 PAGE</b>	\$4,460	\$4,900	\$5,355	\$4,200	\$3,885	\$3,675
<b>1/2 PAGE</b>	\$4,200	\$4,620	\$5,040	\$3,885	\$3,675	\$3,465
<b>1/3 PAGE</b>	\$3,255	\$3,580	\$3,905	\$3,045	\$2,835	\$2,625
<b>1/4 PAGE</b>	\$2,570	\$2,830	\$3,085	\$2,415	\$2,260	\$2,100

SPREADS

SIZE	1x	PRESHOW 1x	SHOW 1x	3x	6x	12x
<b>2 PAGE 4-COLOR</b>	\$10,025	\$11,030	\$12,035	\$9,450	\$8,925	\$8,400
<b>1/2 PAGE 4-COLOR</b>	\$5,565	\$6,120	\$6,680	\$5,250	\$4,935	\$4,620

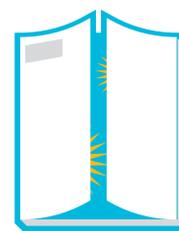
PREMIUM POSITIONS

SIZE	1x	PRESHOW 1x	SHOW 1x	3x	6x	12x
<b>INSIDE FRONT</b>	\$7,770	\$8,550	\$9,325	\$7,245	\$6,670	\$6,145
<b>INSIDE BACK</b>	\$7,770	\$8,550	\$9,325	\$7,245	\$6,670	\$6,145
<b>BACK</b>	\$8,295	\$9,125	\$9,950	\$7,770	\$7,245	\$6,670

NACS Magazine advertising specifications can be found at [NACSmagazine.com/specs](http://NACSmagazine.com/specs).

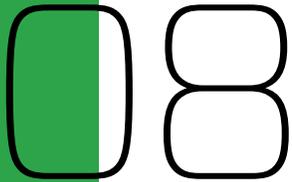


HIGH IMPACT OPTIONS



- Cover or body barn doors (or French doors)
- Cover gatefolds and body gatefolds
- Outserts and inserts
- Cover tip/flap
- Bellybands
- And more!

Contact your sales representative for details.



# COOL NEW PRODUCTS

There's no better place than NACS Media to debut your new product, service or technology. With multiple platforms at your fingertips—print, online, mobile, the Cool New Products Preview Room at the NACS Show—your new product will reach retail decision makers looking to stock their stores with what's new and cool in the channel.



## SHOWCASE YOUR COOL NEW PRODUCT IN ANY OF THESE CATEGORIES:

- New to the Industry
- New Design
- New Flavors
- New Services
- New Technology
- Health & Wellness
- Green (Eco-Friendly)



**A MORE CUSTOMIZED RETAIL ATM EXPERIENCE**  
**PRODUCT:** ATM Dynamic Screen Branding  
**COMPANY:** Cardtronics

Cardtronics has bolstered its industry-leading ATM management and processing platform with new enhancements to the customer experience. Cardtronics ATMs can now deliver unique on-screen experiences for different ATM users, presenting an immersive, graphics-based transaction flow that corresponds to the card and flow based on who is using the ATM. Additional on-screen advertising capabilities enhance the experience and allow for targeted messaging to consumers primed to spend with cash-in-hand. Different users receive the ATM to the point-of-sale. Visit [www.cardtronics.com](http://www.cardtronics.com) or call (866) 237-3374 or email [adm@cardtronics.com](mailto:adm@cardtronics.com) for more information.



**ELIMINATE FINES FOR UNDERAGE SALES**  
**PRODUCT:** Instant Age Verification System  
**COMPANY:** Minor Decliner, LLC

Minor Decliner is a unique age verification system designed to protect you from fines and license revocation! Simply scan the customer ID and built-in software provides instant confirmation of the customer's date of birth, ensuring a legal sale for alcohol, tobacco and lottery every single time. Takes pressure off your staff—they're not saying "No." The system is On-Screen Audit Ready and meets all state and compliance. Stop by next time you visit our Enforcement increasing product yourself now with Minor Decliner. Call (303) 606-2545 or visit [www.MinorDecliner.com](http://www.MinorDecliner.com).



**NEW AMAZINGLY DELICIOUS SINGLE SERVE TORTILLA CHIPS!**  
**PRODUCT:** Tortilla Chips  
**COMPANY:** Late July Snacks

Late July's top-selling Multigrain and Classic Tortilla Chips are now in a convenient grab & go size! These amazingly delicious chips are made with organic, non-GMO corn and are gluten-free! Perfect for snacking, these chips come in a variety of mouth-watering flavors from Jalapeno Lime to Sea Salt Multigrain. More flavors and sizes coming soon in September, see your Snyder's-Lance representative for more details.

1



2

NEW FLAVORS

3

INTRODUCING REESE'S PIECES CUPS

4

PRODUCT: Reese's Pieces Cups

5

COMPANY: The Hershey Company

6 Reese's Pieces Peanut Butter Cups bring together two Reese's brand favorites in one cup; it's the perfect peanut butter cup bursting with delicious Reese's Pieces candy in every bite. Reese's Pieces Peanut Butter Cups will be available in standard two-cup size 1.5-oz. (SRP \$1.29), and in king two-cup Big Cup™ size 2.8-oz. (SRP \$1.99).



## COOL NEW PRODUCTS GUIDE IN NACS MAGAZINE

This special supplement devoted to new products, services and packaging appears quarterly in *NACS Magazine* (January, April, July and October). The advertorial-style guide gives your product high-level exposure in a dedicated special section.

**BONUS: The price of every quarter- or half-page print ad includes three months of exposure at NACS Online—NACS Magazine's most cost effective advertising offer!**

- |  |   |   |
|--|---|---|
| <div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">1</div> <div style="font-weight: bold;">Product Image</div> | <div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">3</div> <div style="font-weight: bold;">Headline</div>     | <div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">5</div> <div style="font-weight: bold;">Company Name</div>     |
| <div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">2</div> <div style="font-weight: bold;">Category</div>      | <div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">4</div> <div style="font-weight: bold;">Product Name</div> | <div style="border: 1px solid black; border-radius: 50%; width: 20px; height: 20px; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;">6</div> <div style="font-weight: bold;">Promotional Copy</div> |

## COOL NEW PRODUCTS SPOTLIGHT



If you've placed your Cool New Product ad in *NACS Magazine*, you're eligible to appear on the NACS Daily e-newsletter—a daily source of news e-mailed to more than more than 56,000 convenience industry opt-in subscribers each business day of the week. Ads are available weekly or monthly.

**Rate: \$1,000/ two weeks (net)**

## COOL NEW PRODUCTS PREVIEW ROOM

(NACS Show exhibitors only)



The Cool New Products Preview Room is the top destination for attendees to discover emerging trends and the latest and greatest new products available for convenience store shelves. NACS Show buyers use hand-held scanners to scan products as they walk through the room and create their own customized product lists.

**Rate: Visit [nacsshow.com/marketing](http://nacsshow.com/marketing) for pricing**

**BONUS: If you appear in the room, you'll also receive a 25% discount off of a Cool New Product ad in *NACS Magazine's* NACS Show issue.**

## COOL NEW PRODUCTS PREVIEW ROOM VIDEO KIOSK AD

(NACS Show exhibitors only)



Located in a high-traffic area inside the Cool New Products Preview Room at the NACS Show, the 42" video screen includes a rotation of 30-second commercials about new products, services and technologies debuting at the NACS Show.

**Rate: \$700 (net)**

# NACS MAGAZINE COOL NEW PRODUCTS GUIDE ADVERTISING RATES (NET)

SIZE	PRICE
<b>1/4 PAGE AD</b>	\$1,000
<b>1/4 PAGE AD (NACS SHOW ISSUE)</b>	\$1,200
<b>1/2 PAGE AD</b>	\$1,800
<b>1/2 PAGE AD (NACS SHOW ISSUE)</b>	\$2,000

ISSUE	AD CLOSE	MATERIALS DUE
<b>JANUARY</b>	12/2/16	12/9/16
<b>APRIL</b>	3/3/17	3/8/17
<b>JULY</b>	6/5/17	6/12/17
<b>OCTOBER (NACS Show)</b>	9/5/17	9/12/17

**BONUS: Buy 3 Cool New Product ads and receive the 4th FREE!**

### REQUIREMENTS AND SPECIFICATIONS

Cool New Product Ad deadlines and specifications can be found at [nacsonline.com/coolnewproductsspecs](http://nacsonline.com/coolnewproductsspecs)

### PLEASE SEND ALL MATERIALS TO:

Rose Johnson  
 Digital & Print Production Manager  
 NACS  
 1600 Duke Street  
 Alexandria, VA 22314  
 (703) 518-4218  
[production@nacsonline.com](mailto:production@nacsonline.com)

**IN 2015,**  
 the Cool New Products  
 Preview Room  
 featured 311 products  
 and services.

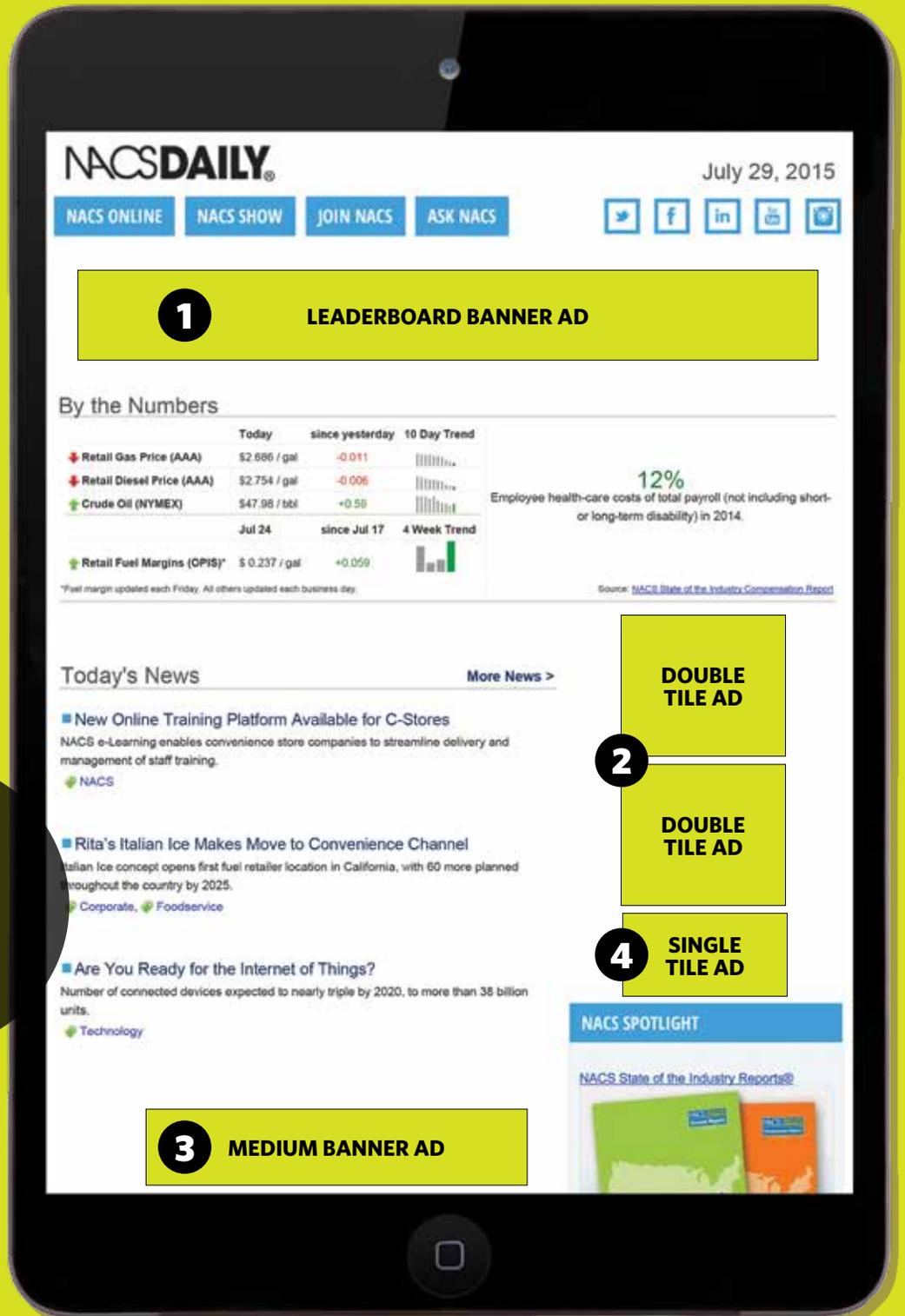
**COOL NEW  
 PRODUCTS**  
 is consistently ranked  
 the **#1 section** in  
*NACS Magazine.*

# 10 NACS DAILY

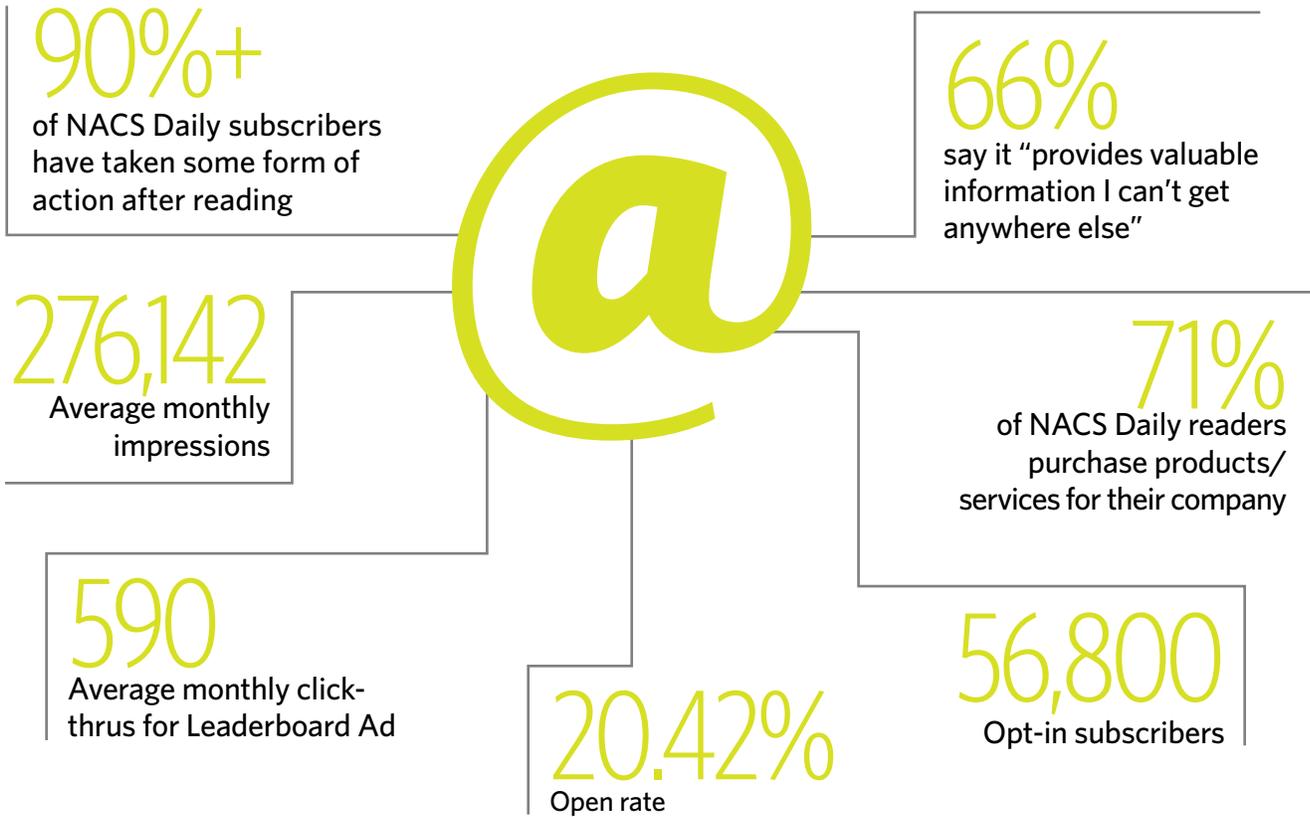
Make regular contact with more than 56,000 stakeholders in the convenience industry by investing in an exclusive ad opportunities in the NACS Daily e-Newsletter. The NACS Daily satisfies the highest caliber of industry thought leaders every morning, five days a week, by delivering a concisely written daily dose of up-to-the-minute industry news, weekly fuel data and legislative topics vital to the health of the industry.

**100%**  
Share  
of Voice

Send your press releases to [news@nacsonline.com](mailto:news@nacsonline.com) for complimentary inclusion in the Member News section of the NACS Daily and NACS Online.



# ENGAGED AUDIENCE



(Sources: NACS Daily Readex Survey; e-Campaign: Urchin Web Analytics, June 2014-May 2015)

## ADVERTISING RATES (NET)

	SIZE	TWO WEEK PRICE	NACS Show (Sept/Oct)	SPECS
<b>1</b>	<b>LEADERBOARD BANNER</b>	\$2,850	\$3,600	728 x 90 pixels
<b>2</b>	<b>DOUBLE TILE AD</b>	\$1,850	\$2,600	160 x 160 pixels
<b>3</b>	<b>MEDIUM BANNER AD</b>	\$1,600	\$2,350	450 x 75 pixels
<b>4</b>	<b>SINGLE TILE AD</b>	\$950	\$1,700	160 x 80 pixels
	<b>COOL NEW PRODUCT SPOTLIGHT*</b>	\$1,000		SEE BELOW*

\* If you place a Cool New Product print ad in NACS Magazine's Cool New Product Guide, you are eligible to purchase this high-impact position in the e-Newsletter. We use the product image you submitted for the print ad and link it to your ad at NACS Online.

### SPECIFICATIONS

- Ad Properties: RGB, 72 dpi
- File Type: GIF, animated GIF\* or JPEG (name files with appropriate extension)
- File Size: No more than 40K  
\*Animated GIFs may not display in some e-mail clients, including Microsoft Outlook, so place your ad's "call to action" on the first screen if you are submitting an animated GIF.

### DELIVERY OF MATERIALS

Please send ad files, including click-thru URL, no less than five days before start date to: [production@nacsonline.com](mailto:production@nacsonline.com).

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# NACS ONLINE

NACS Online (nacsonline.com) is the leading 24-hour resource for the convenience and fuel retailing industry. Spotlight your brand where key executives come every day to find current industry news, updates on pressing legislative issues and important information about signature events, including the NACS Show.

As a responsively designed website, NACS Online will optimize your ads for viewing on any desktop or mobile device, increasing your overall ad exposure across platforms. Showcase your assets, create brand awareness and maximize your ad impact and lead generation at NACS Online.



## CAPTIVATED AUDIENCE

256,686

Average number of monthly impressions

59,771

Average number of unique monthly visits

130

Average monthly click-thrus for Super Leaderboard, Square Button ads

2:06

Average time spent on NACS Online

105,573

Average number of monthly visits

(Source: GoogleAnalytics)

# NACS ONLINE ADVERTISING RATES (NET)

## 2-WEEK PRICING

SIZE	1X	3X	6X	12X	NACS SHOW MONTHS (SEPT & OCT)	DESKTOP	MOBILE
<b>SUPER LEADERBOARD BANNER</b> (SUBMIT 2 SIZES)	\$1,200	\$1,150	\$1,000	\$890	\$1,950	970 x 90 pixels	450 x 75 pixels
<b>MEDIUM RECTANGLE AD</b> (SUBMIT 1 SIZE)	\$790	\$765	\$740	\$650	\$1,386	300 x 250 pixels	300 x 250 pixels
<b>SQUARE BUTTON AD</b> (SUBMIT 2 SIZES)	\$475	\$450	\$425	\$380	\$750	200 x 200 pixels	160 x 160 pixels

All ads are run-of-site with placement on NACSONline.com and NACSShow.com. All ad spots offer a maximum 5-ad rotation/20% share of voice.

### SPECIFICATIONS

- Ad Properties: RGB, 72 dpi
- File Type: GIF, animated GIF or JPEG  
(name files with appropriate extension)
- File Size: No more than 40K

### DELIVERY OF MATERIALS

Please send ad files, including click-thru URL, no less than 5 days prior to start date to: [production@nacsonline.com](mailto:production@nacsonline.com).

To ensure maximum exposure on all devices, NACS no longer offers rich media ads and Flash ads are not recommended.

## NACS SHOW AUDIENCE (SEPTEMBER, OCTOBER)

552,569

Average number of  
monthly impressions

113,661

Average number of  
unique monthly visitors

51%

New visits

2:14

Average time  
spent on site

198,852

Average number of  
monthly visits

(Source: Google Analytics, September 2015 - October 2015)

# 14 NACS SHOW

The NACS Show is the convenience and fuel retailing industry's premier buying event, drawing more than **24,392 attendees, 1,264 exhibitors and 9,308 buyers in 2015!** Ranked as the #1 trade show in North America with the highest net buying influence, you'll want to invest in official NACS Show products and take advantage of this amazing buying power.

As the convenience retailing industry's premier event, the NACS Show offers opportunities for buyers and sellers to come together, conduct business and learn from one another—all in an environment rich with new ideas and partnerships. For retailers and suppliers interested in the growth of their business, the NACS Show is a can't-miss event.

**ONLY NACS**  
 offers direct, official  
 access to this  
 dynamic audience of  
 engaged buyers.



## TOP 20 RETAILERS AT THE NACS SHOW

- |                            |                       |
|----------------------------|-----------------------|
| Sunoco, Inc.               | CHS Inc. (CENEX)      |
| Kwik Trip, Inc.            | Murphy USA            |
| Sheetz, Inc.               | QuikTrip Corporation  |
| Love's Travel Stops        | Stripes LLC           |
| CST Brands, Inc.           | United Pacific        |
| RaceTrac Petroleum, Inc.   | Maverik, Inc.         |
| Pilot Travel Centers LLC   | Cumberland Gulf       |
| The Kroger Co.             | Kum & Go, L.C.        |
| Chevron Corporation        | Marine Corps Exchange |
| ExxonMobil Fuels Marketing | Rutter's              |

## 2017 NACS SHOW

**When:** Oct. 17-20, 2017  
**Where:** McCormick Place, Chicago, IL  
**NACSShow.com**

# THE NUMBERS

1,200+

exhibiting companies

410,000

net sq. ft. expo in 2016

\$19.4 MILLION

The average retailer's planned expenditure over 12 months, based on what they saw at the Show

10.5

average number of hours retailers spend on the NACS Show expo, compared to the trade show average of 9.5 hours

(Sources: Exhibit Surveys Inc.; 2015 NACS Show Attendee Survey)

## NACS MAGAZINE (NACS SHOW ISSUES)

### AUGUST: FIRST GLIMPSE

A first look at general session speakers, educational session topics, pre-Show planning tips, and what's new at the 2017 NACS Show.

**Ad space deadline:** June 26, 2017

**Ad materials deadline:** July 6, 2017

### SEPTEMBER: PRE-NACS SHOW

Buyers use this issue for planning their experience the NACS Show. Your ad can include the NACS Show logo and your booth number to help you drive traffic.

**Ad space deadline:** July 27, 2017

**Ad materials deadline:** August 7, 2017

### OCTOBER: NACS SHOW

#### The biggest and most visible issue of the year!

This issue is seen everywhere at the Show—in publication bins, on the chairs of more than 3,500 attendees at the Opening General Session, at the Cool New Products Preview Room and at the NACS Show Product Bag booth.

**Reach NACS Show buyers twice: the first week of October when buyers receive mailed magazines and again at the Show where more than 7,000 copies are distributed.**

**Ad space deadline:** August 28, 2017

**Ad materials deadline:** September 5, 2017

### COOL NEW PRODUCTS GUIDE: OCTOBER NACS SHOW ISSUE



This special supplement of new products, services and packaging innovations appears in the October NACS Show issue. Your ad is also placed on NACS Online for three months—October, November and December—for even more exposure!

**Ad space deadline:** August 22, 2017

**Ad materials deadline:** August 28, 2017

### NOVEMBER: POST-NACS SHOW

Includes the most comprehensive Post-NACS Show coverage of any industry publication—including the Top 10 Cool New Products—and highlights the trends and topics featured at the Show. Keep the momentum of the NACS Show going by advertising in this issue!

**Ad space deadline:** September 29, 2017

**Ad materials deadline:** October 5, 2017

**BONUS:** Advertise in three NACS Show issues and receive a lower ad rate per ad. Advertise in the October NACS Show issue, and receive 50% off ads in the NACS Show Daily newspaper and the NACS Show Onsite Guide.

# 16 NACS SHOW

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THE ONLY  
OFFICIAL  
SHOW DAILY



## NACS SHOW DAILY NEWSPAPER (NACS SHOW EXHIBITORS ONLY)



NACS offers the only **official NACS Show Daily**. Providing all the day's news of the Show—it's delivered by hand to NACS Show attendees each morning, seen in distribution bins throughout convention center, and found in racks at the top five NACS Show-sponsored hotels. One price pays for your ad to appear in all three day's editions. 8,000+ copies are distributed daily, based on estimated buyer attendance.

**Ad space deadline:** September 4, 2017

**Ad materials deadline:** September 13, 2017

**Publication dates:** October 18, 19, 20

Premium positions are also available.

**BONUS:** Receive 50% off your ad in the NACS Show Daily when you also advertise in the October NACS Show issue of NACS Magazine.

## NACS SHOW ONSITE GUIDE (NACS SHOW EXHIBITORS ONLY)



This is the industry's leading buyer's guide, onsite and after the NACS Show. The guide features important NACS Show information, a daily schedule of events, education session descriptions, the Technology Edge insert and a list of all of the exhibitors. The publication is distributed at registration and at multiple distribution points throughout the convention center. 12,000+ copies are distributed, based on estimated buyer attendance.

**Ad space deadline:** August 31, 2017

**Ad materials deadline:** September 7, 2017

Premium positions are also available.

**BONUS:** Receive 50% off your ad in the NACS Show Onsite Guide when you advertise in the October NACS Show issue of NACS Magazine.

Visit [www.nacsshow.com/marketing](http://www.nacsshow.com/marketing) for advertising sizes, rates and specifications.



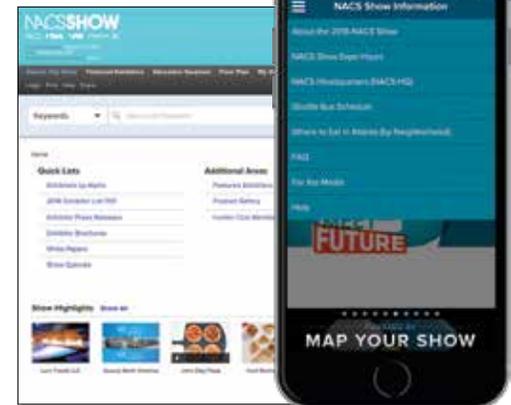
**NACS SHOW ONLINE  
EXHIBITOR DIRECTORY  
MY SHOW PLANNER  
NACS SHOW MOBILE APP  
MAPYOURSHOW.COM  
(NACS SHOW EXHIBITORS ONLY)**

Buyers use the digital version of the NACS Show Exhibitor Directory, NACS Show floor plan and the My Show Planner to research exhibitors while planning for the Show. It is the only complete resource for exhibitor information updated in real time before, during and after the Show. This online planning tool syncs automatically with the NACS Show Mobile App, and all exhibitor information can be viewed on that platform as well.

Enhance your exhibitor profile by adding your company logo, product images and press releases—for free. Move your company to the top of search results when attendees search for keywords and product categories. Showcase your product images or videos on the directory homepage. Purchase leads of NACS Show attendees who have added you to their NACS Show plan, and more!

Visit [nacsonline.com/NACSShowOnlineExhibitorDirectoryMediaKit](http://nacsonline.com/NACSShowOnlineExhibitorDirectoryMediaKit) for marketing packages on this dynamic digital NACS Show resource!






**NACS SHOW PRODUCT BAG  
(NACS SHOW EXHIBITORS ONLY)**

Place your product, promotional item or literature in the NACS Show Product Bag! Retailers can't wait to pick up the bag to discover new products that could increase in-store sales. On day one of the expo, 3,000 product bags will be distributed from the NACS Show Product Bag booth to retailer attendees. The bag also includes a "thank you" list of items, with your company name, logo and booth number. The bag holds a limited amount of products, so sign up early!

**Product sample deadline:** August 11, 2017



**NACS IDEAS 2 GO GUIDE  
(NACS SHOW EXHIBITORS ONLY)**

Your full-page, four-color ad will be seen by buyers attending one of the most popular General Sessions at the NACS Show: the "Ideas 2 Go" video debut. The guide, featuring innovative convenience stores highlighted in the video, will be placed on the chairs of nearly 3,500 attendees. The guide also mails with the November Post-NACS Show issue of NACS Magazine. Additionally, the guide will be distributed at 2018 NACS signature events: the NACS Leadership Forum and the NACS State of the Industry Summit. 22,000 total copies will be distributed.

**Ad space deadline:** September 1, 2017

**Ad materials deadline:** September 8, 2017

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# NACS EVENTS

NACS hosts world-class events every year, both in the United States and internationally, that provide multiple opportunities for our advertisers to reach our targeted audience of engaged convenience store industry leaders and decision-makers.



## NACS LEADERSHIP FORUM

NACS LEADERSHIP FORUM

**February 15-17, 2017**  
**Fontainebleau Miami**  
**Miami Beach, Florida**  
[nacsonline.com/leadershipforum](http://nacsonline.com/leadershipforum)

This invitation-only event brings together top retailers and suppliers for thought leadership and vision-setting for the ever-changing convenience and fuel retailing landscape.

### MARKETING OPPORTUNITIES

- 2016 Ideas 2 Go Guide (distributed at the event)
- February 2017 *NACS Magazine* (distributed at the event)
- 2017 Leadership Forum Onsite Guide
- Top-to-Top Appointments
- April 2017 *NACS Magazine*: post-event coverage
- Cool New Products Showcase (Hunter Club only)

## NACS STATE OF THE INDUSTRY SUMMIT

**April 4-6, 2017**  
**Hyatt Regency O'Hare**  
**Rosemont, IL**  
[nacsonline.com/soisummit](http://nacsonline.com/soisummit)



The only event of the year where retailers gain access to the latest industry trends and metrics in essential topic areas such as finance, store operations, merchandising and fuel sales. The Summit brings together business experts, economists and top performers to help break down and explain the latest data and offer insights into the opportunities and the watch-outs for convenience and fuel retailers.

### MARKETING OPPORTUNITIES

- 2016 Ideas 2 Go Guide (distributed at the event)
- April 2017 *NACS Magazine* (distributed at Opening General Session)
- June 2017 *NACS Magazine* (post-event coverage)
- Cool New Products Showcase (Hunter Club only)



## NACS INSIGHT CONVENIENCE SUMMIT - EUROPE

June 11-16, 2017  
Zurich, Switzerland  
London, England  
[conveniencesummit.com](http://conveniencesummit.com)



This event brings together an international audience of convenience store retailers to share ideas and key issues driving business today. A comprehensive overview of strategic industry developments, and best-in-class international retailer case studies are highlighted at the event, along with local store tours.

### MARKETING OPPORTUNITIES

- 2016 Ideas 2 Go Guide (distributed at the event)
- June 2017 NACS Magazine (distributed at the event)
- NACS Insight Convenience Summit - Europe Onsite Guide (distributed at the event)
- Cool New Products Showcase (conference sponsors only)
- August 2017 NACS Magazine (post-event coverage)

## NACS CONVENIENCE SUMMIT - ASIA

March 20-24, 2017  
Sapporo and Tokyo, Japan  
[nacsonline.com/csa](http://nacsonline.com/csa)



As part of a refined international event strategy, NACS is introducing a new global event to the Asian market: **Convenience Summit - Asia**. Taking place in Sapporo and Tokyo, Japan, the event brings the best of the NACS Global Forum and the NACS Insight Convenience Summit - Europe, featuring thought leadership, store tours and opportunities to build strategic relationships in the Asian market.

### MARKETING OPPORTUNITIES

- March 2017 NACS Magazine (distributed at event)
- May 2017 NACS Magazine (post-event coverage)

## NACS MAGAZINE IS ALSO DISTRIBUTED AT THESE OTHER NACS EVENTS:

NACS Government  
Relations Conference  
March 2017

NACS Human  
Resources Forum  
March 2017

Connexus Annual  
Conference  
April 2017

Fuels Institute  
Annual Meeting  
April 2017

# 20 NEW FOR 2017

## CUSTOM BRANDED CONTENT

NACS has a solid understanding of which of our platforms will allow you to not only reach an audience, but **build thought-leadership** for your company. Partner with NACS to find your platform, tailor your message and hit your goals through methods like **webinars and podcasts**, and much more.

Within *NACS Magazine*, the **Convenience Intelligence Media Partnership** provides companies with an exclusive print platform to highlight achievements and products—all alongside topics and top-notch editorial content in key issues of *NACS Magazine*.



The **NACS Webinar Series** provides a new platform for you to spotlight your thought leadership in an interactive setting.

## DIFFERENTIATE YOURSELF.

Talk to us to get started on building thought-leadership around your brand.



The weekly **NACS Convenience Matters** podcast talks about what we see at stores and what the future may hold for our industry.



The **Convenience Intelligence Media Partnership** is a customized, editorial feature in *NACS Magazine* that allows you to showcase your category insights and talk directly to influential retailers about how you can help grow their businesses.



# NACS<sup>®</sup>

1600 Duke Street Alexandria, VA 22314  
(703) 684-3600; [nacsonline.com](http://nacsonline.com)

