

2020 NACS Daily e-Newsletter Advertising Information

Contact your NACS Media Rate for Availability.

Make regular contact with 42,000 stakeholders

in the convenience industry by investing in an exclusive ad opportunity in the NACS Daily e-Newsletter. The NACS Daily satisfies the highest caliber industry thought leaders every morning, five days a week, by delivering a daily dose of up-to-the-minute industry news, weekly fuel data and legislative topics vital to the health of the industry.

• Open Rate: 15.23% | Avg. Monthly Impressions: 155,771

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@convenience.org.

Send your press releases to news@convenience.org for complimentary inclusion in the Member News section of the NACS Daily and convenience.org.

2020 Advertising Rates (Net)

Size	Two Week Price	NACS Show (Sept/Oct)	Specs
1 Leaderboard ad	\$2,850	\$3,600	580 x 72 pixels
2 Medium Rectangle/side-by-side (2 avail)	\$2,035	\$2,860	300 x 250 pixels
3 Second Banner ad	\$2,450	\$3,200	580 x 72 pixels
4 Medium Rectangle Anchors "By the Numbers"	\$1,850	\$2,600	300 x 250 pixels
Cool New Products Spotlight*	\$1,000	\$1,000	See Right
Medium Rectangle	\$1,850	\$2,600	300 x 250 pixels

* 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 convenience.org.

NEW
Branded
Content
Opportunity

Storytelling is the best marketing.

Partner with NACS Media to tell your story with our **NACS Daily Article Series**.

[Click here for more details.](#)

100%
Share
of Voice

1
Leaderboard

NACS | NACS Daily
June 11, 2019

Gen Z, Millennials and Convenience Retailing
NACS Convenience Summit Europe... demographic is socially aware, learn-oriented and eager for challenges.

Upscale Coffee Attracts Customers and Drives Sales
Quality and attributes of Arcadia Bay Select increase store traffic.

CBD and Cannabis: The Latest Updates
A roundup of recent news and information on cannabis and CBD.

Texas Raises Smoking Age to 21
The Lone Star state will limit tobacco sales to young people on September 1.

Krispy Kreme Opening Times Square Flagship
Opening in 2020, the new location will feature immersive and interactive digital experiences.

EPA Publishes Final Rule on E15 and RIN Reform
Removing a barrier to year-round E15 sales gives retailers more flexibility in offering renewable fuels.

2
Medium Rectangle/side-by-side
Medium Rectangle/side-by-side

Episode #177 | Convenience Matters Podcast
The Letter P is for Produce
NACS teams up with the Produce Marketing Association to offer an innovative program for the convenience industry to sell more fruits and vegetables. Don't take it from us -- special guest Elmo tells us why!

June 2019 NACS Magazine
Adaptability for Change
Decades of industry metrics presented at the NACS State of the Industry Summit help pave a path forward for the U.S. convenience and fuel retailing industry.

3
Second Banner

By the Numbers

Retail Gas Price (AAA)
\$2.733/gal
↓ -0.013 since yesterday

Retail Diesel Price (AAA)
\$3.042/gal
↓ -0.008 since yesterday

Crude Oil (NYMEX)
\$53.26/bbl
↓ -0.73 since yesterday

Retail Fuel Margin (OPIS)
\$ 0.295 / gal
↑ +0.009 since last Friday

Member News

June 6, 2019
Ascentium Capital Reports Record Breaking Month in Funding Volume Representing 23% YoY Growth

Upcoming Events

July 14-18, 2019
NACS Financial Leadership Program
The Wharton School
Philadelphia, PA

July 21-26, 2019
NACS Retail Summit

grower/retailer program, car wash and a big focus on giving back to the community. (Middleton, VA)

Cool New Product

Factoid

75% of shoppers purchase items that an expert recommends.
Source: NACS Measure

Quotable

"Change your life today. Don't gamble on the future, act now, without delay."
-- Simone de Beauvoir

[View All Products](#)

convenience.org 1800 Duke Street, Alexandria, VA 22314

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NACS

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