NACS Magazine Q&A

Your Brand Story, Our Influential Audience.

Let NACS help you transform your brand expertise into a compelling Q&A with one of your leaders.

NACS Magazine Q&A

2-page spread
• $7,500 net
• $8,500 net (month of Sept.)
• $9,000 net (month of Oct.)

Cost Includes:
• NACS approved writer for questions.
• Interview by phone with writer to create questions of relevance to your topic. Questions will be submitted to you for answers.
• NACS will layout and produce the Q&A for print in accordance with our Q&A format.
• PDF of published Q&A will be available for your website and sales team. (NACS reprint guidelines apply.)

Details:
• 850 words
• Questions and answers will be mutually agreed upon by NACS and the advertiser

Q&A content will be featured in the NACS Daily e-newsletter with added exposure to more than 45,000 opt-in subscribers.

NACS Magazine Q&A Timeline & Requirements:
• Editorial concept meeting—2 months prior to issue (i.e., meet prior to Sept. 1 for Nov. issue)
• Advertiser supplies:
  - Photo of person being interviewed, along with name, title and bio
  - Company logo
  - Questions and answers (based on editorial concept determined by editorial meeting), these will be edited and finalized by NACS editorial
• Advertiser receives proof and approves final Q&A

Contact us today!

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(703) 518-4276  |  jnichols@convenience.org

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convenience.org/advertise
A NACS Thought Leadership Partnership

Position your company as a category leader in the $547.8 billion convenience and fuel retailing industry. NACS Magazine readers turn to our publication each month for new products, best practices and the latest industry research. And now we have an impactful way for your company to share its insights and thought leadership with the industry’s top decision makers.

NACS Magazine’s Convenience Intelligence Media Partnership is a customized, editorial feature that showcases your expertise about the industry and allows you to talk directly to retailers about how you can help grow their businesses.

Act now!
This opportunity is available on a first-come, first served basis.

Your Convenience Intelligence MEDIA Partnership includes:

a $12,500 net partnership investment

A 3-page article (approx. 1,600-1,800 words) co-written and designed by NACS* on a topic of your choosing, around your company’s research and insights.
• You supply data, charts, retailers to contact for interviews, and your own internal sources
• May include data from NACS or other reputable data sources.

An acknowledgment in the article for your company’s content assistance (includes prominent logo placement and recognition of Hunter Club membership, if applicable)

PDF of published article to place on your company’s website and for sales needs. (NACS reprint guidelines apply.)

A full-page, four-color ad within your feature in NACS Magazine.

100 copies of the issue featuring your article.

Square Button Ad on www.convenience.org, 2-week flight, this ad spot gets 115,553 average monthly impressions

An email announcement promoting the availability of that month’s magazine will include a link to your article.

A NACS Daily e-newsletter article, reaching more than 45,000+ opt-in subscribers, during the month of publication, summarizing the print article with a link to the article online.

On average, influential retailers spend 45 minutes reading each issue of NACS Magazine and 72% take action after seeing an ad.

Source: 2018 Readex Research
NACS Magazine Reader Study

* NACS retains copyright and has ultimate say on content/design
* Only one article will be featured per issue. (not available in Oct.)
NACS Daily
e-Newsletter Branded Content

Storytelling is the best marketing.
The NACS Daily has 45,000 opt-in subscribers a 16.79% open rate and 183,138 average monthly impressions.
The Daily Branded Content Articles receive an average of 5,200 Opens and average more than 300 CTRs.

Details:
• A series of NACS Daily articles (250-300 words each)
• Can be one per week for 2 weeks (2-part series) or for 4 weeks (4-part series)
• Written by NACS editorial staff with content provided by supplier
• Written within NACS editorial guardrails to provide value to our retail member—can include charts/tables
• Articles can have links embedded in the copy—provided by the advertiser
• Articles will be tweeted to NACS followers
• Article will be marked as sponsored

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Pricing:
Exclusive to TWO advertiser per week.
• 2 part series: $3,000 net
• 4 part series: $6,000 net
• NACS Show months (Sept. & Oct.):
  • 2 part series: $3,600 net
  • 4 part series: $7,200 net

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Two ways to tell your story! More details on page two.

Sponsorship:
Have your message heard in every podcast for a month with sponsored content. NACS will help you create compelling content and hosts deliver your message.

Branded content:
Tell your story about your brand in a long-form podcast. This allows you to talk about your specific offer and why it matters.

Stats:
• The industry’s longest running podcast
• Weekly episodes focused on innovation, operations and inspiration
• 4,532 downloads per month
  Source: Average downloads January-August 2019
• 77% increase in downloads (YOY 1st half of 2019)

Take a listen at convenience matters.com to hear why we have 100,000-plus downloads and counting. Then join the conversation.
Two ways to tell your story

**Sponsorship**

Have your message heard in every podcast for a month with sponsored content. NACS will help you create compelling content and you can even have the hosts deliver your message.

**Investment: $1,500** - Exclusive to 2 advertisers per month

- Your 30-second infomercial* will be read by the Convenience Matters hosts for each weekly episode. Your commercial stays with that podcast topic and continues to be heard again each time it’s opened.

**Deadline:** The first day of the month prior to the month purchased. Example: For a February buy, a commitment is needed by January 1.

*NACS reserves the right to retain the creative content for these recordings prior to airing. Hosts are not responsible to endorse or otherwise give special favor to the exhibitors product or service.

**Branded content**

Tell your story about your brand in a long-form podcast. This allows you to talk about your specific offer and why it matters. A compelling thought-leadership interview can allow you to define the issue, the potential solutions to an issue and how you can help enhance operations and make a difference.

**Investment: $3,000**

- You participate in the discussion with our hosts, and at the end of the episode, the host presents a clear, call-to-action asking listeners to visit your company’s webpage for more information.
- An article promoting your podcast will appear in the *NACS Daily enewsletter* (distributed to 44,000+ opt-in subscribers).

**Deadline:** Kickoff meeting a minimum of 6 weeks before episode launch to align topic and content.

Exclusive Hunter Club opportunities to sponsor a live podcast at the NACS Show Rate: $7,000. Contact your sales rep for details.

**With downloads averaging 4,532 per month and 500+ per episode** NACS podcast listeners offer a growing digital opportunity for your brand.

*Source:* Average downloads January-August 2019

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eLearning
Supplier Webcast

Your knowledge can make a difference. Share it.

You have valuable industry knowledge at your fingertips. And now, NACS is offering a way to share it with the people who matter most to your business.

Position your company directly to c-store decision makers—share data, thought leadership and best practices that will help your customers experience greater business success.

The goal is not to tell everything but, to jump start a productive conversation.

Webcast Package Includes:

(Webcast investment: $7,500 net)

- 8-9 mins. pre-recorded webcast storyboard example provided
- Webcast available for 6 months at NACS Online
- Video prompts for questions and links to added resources
- Promoted by email to NACS retail audience of 19,500 key decision makers
- NACS Daily eNewsletter article upon release
- Promoted on all NACS social media platforms upon release

Webcast Advertising Benefits:

- Unique Leads including: Company name, size, title, email
- Receive viewer segmentation by store size, role and title
- Quality Leads- President and c-level decision makers from store sizes of 1 - 500+
- Open Rate 14%
- Receive stats from your NACS Daily article

Timeline:

- 4-8 weeks prior to launch: initial meeting and content submission
- 2-3 weeks prior to launch: slides are due for review
- Promotion of content begins after the final presentation has been reviewed and approved
- Your webcast will live at NACS Online for six months

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