

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.)

Contact us today!

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

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

Ted Asprooth - National Sales Manager/West-Midwest
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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

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Convenience Intelligence

MEDIA Partnership

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.

A 3-page, customized article with your logo



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

Source: 2020 Readex Research NACS Magazine Reader Study

Your Convenience Intelligence MEDIA Partnership includes:

a \$12,500 net partnership investment

A 3-page article (approx. 1,200-1,300 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 129,000 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 39,000+ opt-insubscribers, during the month of publication, summarizing the print article with a link to the article online.

* NACS retains copyright and has ultimate say on content/design

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NACS Daily

e-Newsletter Branded Content

Storytelling is the best marketing.

The NACS Daily has 39,000 opt-in subscribers a 16% open rate and 140,000 average monthly impressions.

The Daily Branded Content Articles receive an average of 5,200 Opens and average more than 300 CTRs.

Branded Content

Links Take Reader Directly to Your Website

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

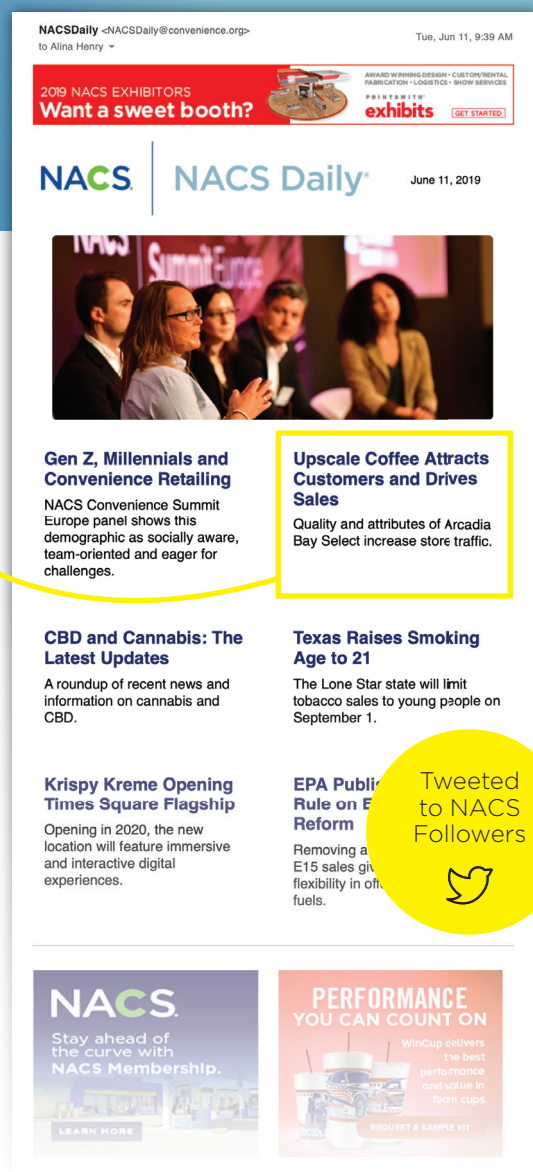
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Timeframe:

content conversation must take place
1 month prior to start date

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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It's like creating your own networking event to talk to thousands of people... without ever leaving your desk.

Podcasts are all about telling stories. Tell yours on the NACS Convenience Matters podcast.



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)



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.

Take a listen at conveniencematters.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.



EXCLUSIVE
Only two
advertisers
per month

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



Contact your NACS Media sales rep today!

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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 newsletter* (distributed to 44,000+ opt-in subscribers).

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

**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



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

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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

NACS
Advancing Convenience & Fuel Retailing

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