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).

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

2020 Deadlines: January: CLOSED;
April: 2/26/20; July: 5/26/20;
October (NACS Show Issue): 8/26/20

Bonus Online Product Visibility:
Your listing will be included online at convenience.org for three months at no additional cost, stretching your marketing dollars further and extending your reach to thousands of website visitors.

* Ads can be combined in a single issue or placed individually in any of the four, quarterly magazine supplements during the 2020 calendar year.

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

Source: 2019 Readex Research
NACS Magazine Reader Study

185,865 average monthly impressions

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 42,000 convenience industry opt-in subscribers.

Investment:
$1,000/two weeks (net)

Deadline:
Five (5) days before start date
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 2020 and get the 4th ad free.

☐ January 2020
Space Deadline: CLOSED
Materials Due: Mar. 3, 2020
$1,000 (net) quarter-page ad;
$1,800 (net) half-page ad
Quantity: __________ Size: __________

☐ April 2020
Space Deadline: Feb. 26, 2020;
Materials Due: Jun. 1, 2020
$1,000 (net) quarter-page ad;
$1,800 (net) half-page ad
Quantity: __________ Size: __________

☐ July 2020
Space Deadline: May 26, 2020;
Materials Due: Sep. 1, 2020
$1,200 (net) quarter-page ad;
$2,000 (net) half-page ad
Quantity: __________ Size: __________

☐ October 2020 (NACS Show Issue)
Space Deadline: Aug. 26, 2020;
Materials Due: Sep. 1, 2020
$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: $ __________

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

Ted Asprooth
National Sales Manager/Midwest, West
(703) 518-4277 | tasprooth@convenience.org

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

Credit Card Number ________________________________ CVV ________

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.

convenience.org/advertise