## **NACS Daily**

e-Newsletter Branded Content

# Storytelling is the best marketing.

The NACS Daily has 42,000 opt-in subscribers a 15.23% open rate and 155,771 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

#### **Contact us today!**

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to Alina Henry ▼

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NACS.

NACS Daily®

June 11, 2019



### Gen Z, Millennials and Convenience Retailing

NACS Convenience Summit Europe panel shows this demographic as socially aware, team-oriented and eager for challenges.

#### Upscale Coffee Attracts Customers and Drives

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 Public Rule on E

Removing a E15 sales giver flexibility in offuels. Tweeted to NACS Followers







#### 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

