

2020








Editorial Calendar

NACS Magazine helps shape the policies and minds on Capitol Hill and share insightful analysis and unbiased leadership in every issue. We don't just report the news, we *make* the news.

NACS Magazine content is also available online at NACSMagazine.com.

NACS | Media

convenience.org/advertise

	AD CLOSE	MATERIALS DUE	COOL NEW PRODUCTS	CATEGORY CLOSE-UP	SPECIAL ISSUE	TOPICS	BONUS DISTRIBUTION
January	11/29/19	12/4/19	 <p>Ad Close: 11/29/19 Materials Due: 12/4/19</p>	Other Tobacco Products Health & Beauty Care		Healthy Breakfast The Latest on CBD	Winter Fancy Food Show Tobacco Plus ExpoExpo
February	1/6/20	1/9/20		Salty Snacks		Customer Experience Incoming NACS Chairman interview	NACS Leadership Forum NGA Show PACEshow NATSO Connect Convenience Distribution Marketplace
March	2/3/20	2/7/20		General Merchandise Liquor		Beer Trends NACS Annual Consumer Fuels Report	NACS HR Forum NACS Day on the Hill SNAXPO Gulf Coast Food & Fuel Expo AOMA Convention and ACES Show M-PACT
April	3/2/20	3/6/20	 <p>Ad Close: 2/26/20 Materials Due: 3/3/20</p>	Alternative Snacks Hot Dispensed Beverages	 	Delivery Online to Offline Retailing	NACS SOI Summit Conexus Annual Conference The Car Wash Show WPMCA Convention
May	4/1/20	4/6/20		Candy Food Prepared Onsite	The Foodservice Issue	Snacking Foodservice Equipment and Technology	Sweets & Snacks Expo IDDBA Show
June	5/1/20	5/6/20		Cold Dispensed Beverages Grocery		NACS SOI Summit coverage Sustainability: Best Practices	NACS Convenience Summit Europe Southwest Fuel & Convenience Expo TGCSA; FMI Connect/United Fresh

2020

Editorial Calendar

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	AD CLOSE	MATERIALS DUE	COOL NEW PRODUCTS	CATEGORY CLOSE-UP	SPECIAL ISSUE	TOPICS	BONUS DISTRIBUTION AND ADVERTISER DETAILS
July	6/1/20	6/5/20	 Ad Close: 5/26/20 Materials Due: 6/1/20	Frozen Dispensed Beverages Packaged Beverages	The Category Management Issue	Harnessing Big Data for Insights Consumer Demographics	National Coalition of Associations of 7-Eleven Franchisees Show
August	7/1/20	7/6/20		Packaged Sweet Snacks	NACSSHOW2020 First Glimpse Readex Ad Study	Store Design Do's and Don'ts Is Made-to-Order for You?	All full-page ads placed in this issue will be studied by our retailer readers. Results will be shared with each advertiser, confidentially.
September	8/3/20	8/7/20		Ice Cream/ Frozen Novelties	NACSSHOW2020 Pre-Show Planner	Enhancing the In-store Experience Speed Up New Product Introductions	Pacific Oil Conference
October	9/1/20	9/8/20	 Ad Close: 8/26/20 Materials Due: 9/1/20	Beer	NACSSHOW2020 Show Issue	Store Signage, Fixtures and Displays Promotion Effectiveness and ROI	The NACS Show
November	10/1/20	10/8/20		Wine	NACSSHOW2020 Post-Show Wrap-Up	NACS Show Coverage	SIGMA Annual Conference Pack Expo International
December	11/2/20	11/6/20		Cigarettes		Bakery Automate Where Possible	

NACS Magazine is the #1 trusted source of information for decision makers in the convenience industry.

The following specifications are for the purpose of controlling the quality of magazine printing on high-speed web presses. All requirements are based on Specifications for Web Offset Publications (SWOP). Any deviation from these specifications may result in less desirable printed results.

Size	Live (Non-Bleed)	Trim	Bleed
Full-Page	7 3/4" x 10 3/8"	8 1/4" x 10 7/8"	8 1/2" x 11 1/8"
Spread	15 1/2" x 10 3/8"	16 1/2" x 10 7/8"	17" x 11 1/8"
2/3 Vertical	4 5/8" x 10"		
1/2 Horizontal	7 1/16" x 4 3/8"		
1/2 Island	4 5/8" x 7 1/4"		
1/2 Vertical	3 7/16" x 10"		
1/2 Spread	15 1/2" x 5 1/4"	16 1/2" x 5 1/2"	17" x 5 5/8"
1/3 Square	4 5/8" x 4 7/8"		
1/3 Vertical	2 1/4" x 10"		
1/4 Vertical	3 7/16" x 4 13/16"		

Live matter must be at least 1/4" from trim.

Binding: Perfect Bound



Ad sizes are to scale.

Digital Advertising Resources

NACS Magazine Media Kit and Ad Specifications
www.convenience.org/advertise

NACS

Attn: Rose Johnson - Production Manager
 1600 Duke Street, Ste. 700
 Alexandria, VA 22314

Phone: (703) 518-4218

Email: production@convenience.org

File Formats

We prefer PDF files generated using PDF/X1a settings. In order to generate printable PDFs, it is important that the native file (Adobe InDesign) is prepared accordingly.

Preparing native files for printable PDFs:

- Set bleeds 1/8" beyond trim
- All images/scans must be in SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi resolution
- Use Postscript (Type 1) fonts only; no True Type, Windows/PC or custom fonts accepted, unless converted to outlines
- DO NOT use stylized fonts
- Embed all fonts
- Rules should be .25 point or thicker
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%
- Standard trim, bleed and center crop marks should be included and have a 12 point offset (no marks included in the "live" image area)

Preparing an EPS file (Optional alternative format):

- EPS file formats from Adobe Illustrator, Adobe Photoshop or Macromedia Freehand must be a high resolution CMYK EPS file, layers flattened with fonts converted to outlines or paths.

Proofs

If you supply proofs for color guidance they must be Digital, Press, or Off-press proofs which meet SWOP specifications. Color guidance proofs must include a 6 mm 5%, 25%, 50%, 75%, 100% C, M, Y, K patch strip for quality control.

Laser or inkjet proofs are not considered accurate in color and are supplied for content confirmation only. If supplied, NACS is not responsible for color variances between the digital file and final color reproduction.

FTP File and Upload Information

Name your files with the issue date, advertiser name, and magazine name (for example 0112_AdvertiserName_NACSMagazine.pdf).

All uploads should be followed by either a confirmation phone call or email message to the Production Manager to alert that the file has been uploaded.

It is important that the uploaded file is placed in the designated directory for expedient access.

Host: <ftp://ftp.nacsonline.com>

User ID: ftpnacsonline

Password: ftp4NACS!

Directory: /NACS Magazine Ads

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).**



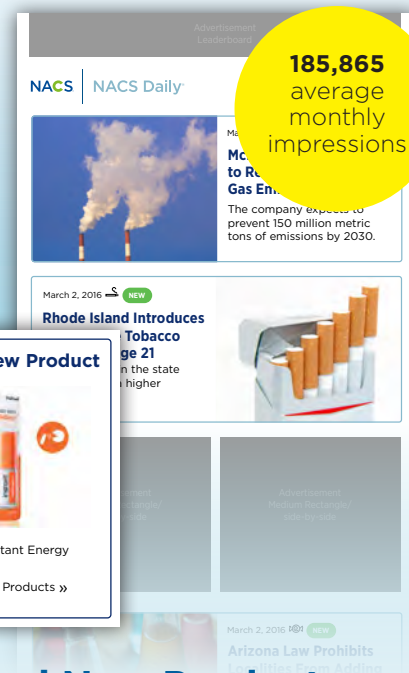
BONUS!

Buy 3 Cool New Product print ads in 2020 and get the 4th ad free.*

"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 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: **CLOSED**; 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.

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

NACS | Media

convenience.org/coolnewproducts

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: **CLOSED**

\$1,000 (net) quarter-page ad;

\$1,800 (net) half-page ad

Quantity: _____ Size: _____

☐ April 2020

Space Deadline: **CLOSED**

Materials Due: **CLOSED**

\$1,000 (net) quarter-page ad;

\$1,800 (net) half-page ad

Quantity: _____ Size: _____

☐ July 2020

Space Deadline: May 26, 2020;

Materials Due: Jun. 1, 2020

\$1,000 (net) quarter-page ad;

\$1,800 (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: \$ _____

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.

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

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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

Data and insights from your category of expertise

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



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.

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

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

convenience.org/advertise



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.org

Specs and Rates

Convenience.org is the leading 24-hour resource for the convenience and fuel retailing industry.

Spotlight your brand where key executives come every day to find current industry news, updates on pressing legislative issues and important information about signature events, including the NACS Show.

Convenience.org optimizes your ads for viewing on any desktop or mobile device, increasing your overall ad exposure across platforms. Showcase your assets, create brand awareness and maximize your ad impact and lead generation at convenience.org.

convenience.org average monthly impressions: 230,000

convenience.org average monthly impressions during NACS Show months: (Sept/Oct): 465,820



Advertising Rates (Net)

2-Week Pricing

Size	1X	6X	10X	12X	NACS Show Months (Sept & Oct)	Desktop	Mobile
Super Leaderboard Banner (Submit 2 Sizes)	\$1,200	\$1,150	\$1,000	\$890	\$1,950	970 x 90 pixels	450 x 75 pixels
Medium Rectangle Ad (Submit 1 Size)	\$790	\$765	\$740	\$650	\$1,386	300 x 250 pixels	300 x 250 pixels
Square Button Ad (Submit 2 Sizes)	\$475	\$450	\$425	\$380	\$750	200 x 200 pixels	160 x 160 pixels

All ads are run-of-site with placement on convenience.org and convenience.org. All ad spots offer a maximum 5-ad rotation/20% share of voice.

Specifications

- Ad Properties: RGB, 72 dpi
- File Type: GIF, animated GIF or JPEG (name files with appropriate extension)
- File Size: No more than 40K

Delivery of Materials

Please send ad files, including click-thru URL, no less than 5 days prior to start date to: production@convenience.org.

To ensure maximum exposure on all devices, NACS no longer offers rich media ads and Flash ads are not recommended.

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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



The screenshot displays the NACS Daily e-Newsletter interface. At the top, there's a 'Leaderboard' section with a large image and headline. Below this, several article teasers are visible, including 'Gen Z, Millennials and Convenience Retailing', 'Upscale Coffee Attracts Customers and Drives Sales', 'CBD and Cannabis: The Latest Updates', 'Texas Raises Smoking Age to 21', 'Krispy Kreme Opening Times Square Flagship', and 'EPA Publishes Final Rule on E15 and RIN Reform'. There are also sections for 'Medium Rectangle/side-by-side' ads, 'By the Numbers' (fuel prices), 'Member News', and 'Upcoming Events'. At the bottom, there's a 'Cool New Product' spotlight for 'Butterscotch Liquid Creamer Singles' and a 'Factoid' about 75% of shoppers purchasing items based on expert recommendations.

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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:

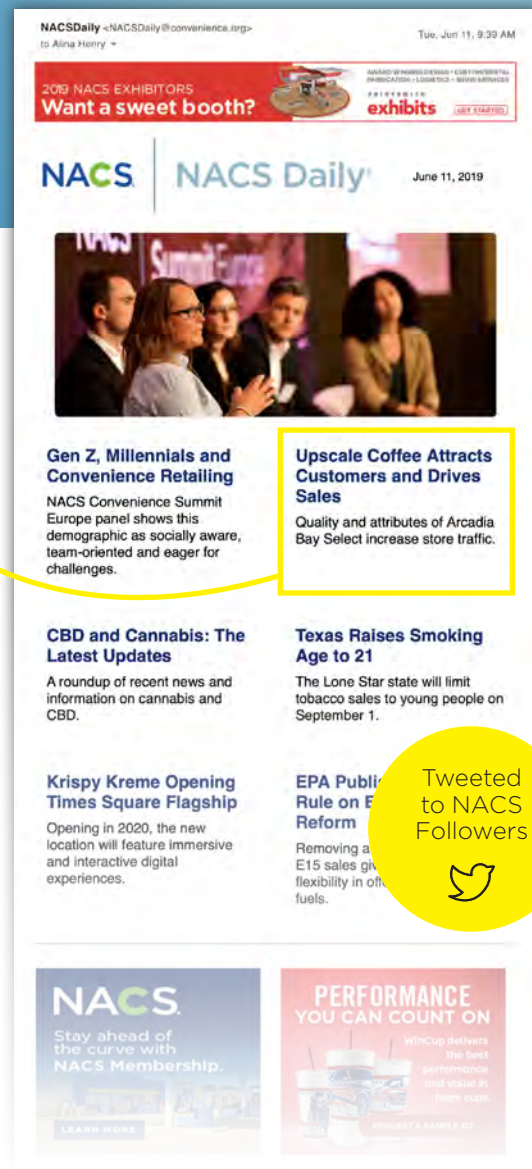
- A series of NACS Daily articles (250-300 words each)
- Can be one per week for 2 weeks (2-part series) or for 4 weeks (4-part series)
- Written by NACS editorial staff with content provided by supplier
- Written within NACS editorial guardrails to provide value to our retail member—can include charts/tables
- 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!

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

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

convenience.org/advertise



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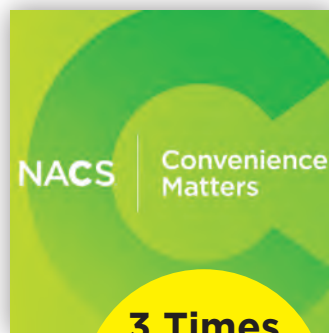
It's like creating your own networking event to talk to thousands of people... without ever leaving your desk.

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)



3 Times
more
downloads
than the
average
podcast

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

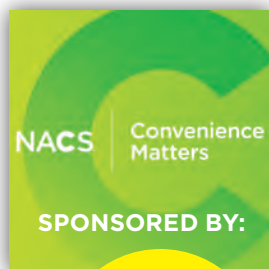
Have your message heard in every podcast for a month with sponsored content. NACS will help you create compelling content and you can even have the hosts deliver your message.

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

convenience.org/advertise

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

Contact your NACS Media sales rep today!

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(703) 518-4211 | sdodge@convenience.org

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

Sandy Smith - National Sales Manager/West-Midwest
(703) 518-4277 | ssmith@convenience.org

convenience.org/advertise

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

convenience.org