

2019 NACS Daily e-Newsletter NEW ad space information.

Please contact your ad rep for details
on 2018 ad space available.

Make regular contact with 55,000 stakeholders

in the convenience industry by investing in exclusive ad opportunities 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: 17.55%** | **Avg. Monthly Impressions: 239,768**

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.

2019 Advertising Rates (Net)


Size	Two Week Price	NACS Show (Sept/Oct)	Specs
1 Leaderboard ad	\$2,850	\$3,600	580 x 72 pixels
2 3 Medium Rectangle/ side-by-side (2 avail)	\$2,035	\$2,860	300 x 250 pixels
4 Second Banner ad	\$2,450	\$3,200	580 x 72 pixels
5 Medium Rectangle Anchors "By the Numbers"	\$1,850	\$2,600	300 x 250 pixels
6 Cool New Products Spotlight*	\$1,000	\$1,000	See Right

* 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.

100%
Share
of Voice

1
Leaderboard


NACS | NACS Daily
April 23, 2018



March 2, 2016 NEW

McDonald's Sets Target to Reduce Greenhouse Gas Emissions

The company expects to prevent 150 million metric tons of emissions by 2030.




March 2, 2016 NEW

Rhode Island Introduces Bill to Raise Tobacco Buying to Age 21

Several cities in the state already have a higher smoking age.

2
Medium Rectangle/ side-by-side


3
Medium Rectangle/ side-by-side



March 2, 2016 NEW

Arizona Law Prohibits Localities From Adding Tax on Sugary Foods...

The new law aims to avoid having cities and counties enact separate ordinances.




Episode #115 | Convenience Matters Podcast

What Do Car Customers Want?

What Consumers think doesn't translate into what they'll purchase at the dealership. Join us as we chat with Jessica Caldwell, Executive Director/ Strategic Analytics of ...


By the Numbers

Snapshot of the Average U.S. Driver




33 Miles

The average driver travels about 33 miles per day



86%

Most Americans get to work each day by driving or carpooling




52 Minutes

The average driver commutes 26 minutes each way to/from work

5
Medium Rectangle

Cool New Product



Instavit Instant Energy
Instavit

View All Products >

6

COOL NEW

Factoid

3

The average number of times a c-store coffee customer frequents a c-store per week.

Quoteable

"Sometimes it's the smallest decisions that can change your life forever." —Keri Russell

NACS

Media

convenience.org