

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.

NACS

Media

convenience.org