

NACS

Convenience Matters

NACS Podcast Listeners Offer a Growing Digital Opportunity. Your Brand—On The Air

4 Monthly Evergreen Topics:

1. **Fuel** - 52 episodes available
2. **Foodservice** - 26 episodes available
3. **Leadership/ CEO Thought Leaders** - 20 episodes available
4. **General** - 50 episodes available (consumer trends, legislative issues, book authors, famous guest, etc.)

conveniencematters.com

2,990 avg. downloads per month

376 avg. downloads per episode

55,905 total downloads of all 119 episodes

Three Options for Reaching Listeners

1. “Brought to You By...”

Investment: \$2,500 - Exclusive to 2 advertisers per month

- This is a unique opportunity for branding your product and reach the listener audience relating to that particular podcast episode. 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.

2. “Roadisodes” at the NACS Show

Investment: \$2,500

- A NACS staff member will record a five minute field interview in your NACS Show booth about a product or service.*
- These special “infomercial-type” episodes will be posted on conveniencematters.com, and will be available for download outside the typical weekly Convenience Matters episodes.
- This series will be promoted across all NACS Show channels: the NACS Daily e-Newsletter, NACS Magazine, convenience.org, as well as NACS social media platforms.

Deadline: Available to five NACS Show exhibitors on a first come, first served basis.

*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.

3. Branded Content

Investment: \$7,500

- Want to be a guest on air during a Convenience Matters podcast broadcast? This opportunity provides a thought leadership recording with your company spokesperson speaking directly to the listener about a topic relevant to today’s convenience channel. 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 e-newsletter (distributed to 55,000+ opt-in subscribers).

Deadline: Kickoff meeting a minimum of 6-weeks before episode launch to align topic and content.

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Hunter Club

An Exclusive Supplier Membership

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 to learn more!

Stacey Dodge
Advertising Director/
Southeast
(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

NACS
Advancing Convenience & Fuel Retailing

convenience.org