

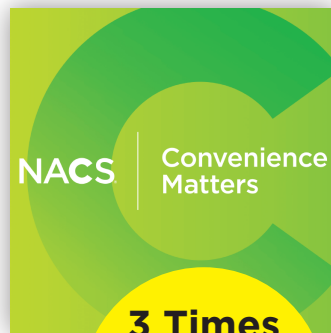
It's like creating your own networking event to talk to thousands of people... without ever leaving your desk.

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 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!

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

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

