



In 2010, the *NACS Daily* won a Gold Award for General Excellence in Electronic Newsletters from Association Media & Publishing.

DAILY DOSE

By delivering a daily dose of up-to-the-minute industry news to our engaged quality membership and other interested subscribers, the *NACS Daily* e-newsletter provides advertisers with exclusive opportunities to make regular contact with industry leadership. And with a focus on current best practices, weekly fuel data and legislative topics vital to the health of the industry, the *NACS Daily* satisfies the highest caliber of industry thought leaders five days a week.

daily e-newsletter advertising rates

Ad	Amount
Leaderboard Banner	\$4,950/month or \$1,485/week
Double Tile	\$2,750/month
First Single Tile	\$1,650/month
Second Single Tile	\$1,100/month
Third Single Tile	\$1,100/month
Fourth Single Tile	\$1,100/month

98%

of NACS Daily subscribers have a highly favorable or favorable impression of the newsletter.

(Source: NACS Daily Reader Survey, 2009)

daily e-newsletter guidelines

Ad	Size
Daily Leaderboard	728 x 90 pixels
Daily Double Tile	120 x 120 pixels
Daily Single Tile	120 x 60 pixels

Space is limited—reserve today!

A CAPTIVE AUDIENCE

29,755	OPT-IN SUBSCRIBERS
25%	OPEN RATE
107,398	MONTHLY IMPRESSIONS

(Source: Urchin Web Analytics, July 2011)

IMAGE 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 email clients, including Microsoft Outlook.



DELIVERY OF MATERIALS
 Please send banner files, including click-through URL, no less than five days before start date, to jnichols@nacsonline.com.