

"NACS Magazine's Cool New Products Guide is our first choice to promote our new product lines. The response has been wonderful! The magazine and online ads reach key decision makers who need our products. Not only has it been a wise and economical choice, it has been one that works!"

—Lynne Dickey, CEO/Owner, Plastic & Products Marketing

COOL NEW PRODUCTS

There's no better place than NACS to debut your new product or service to the convenience industry. With multiple options at your fingertips — print, online and at the NACS Show — your new products will quickly find a home on retailer store shelves.

THE COOL NEW PRODUCTS GUIDE — a special supplement devoted to new products, services and packaging — appears quarterly in NACS Magazine and emphasizes innovations in the industry. This advertorial-style guide gives your product high-level exposure in a dedicated special section.

BONUS: Receive quarter- or half-page print ad exposure followed by three months of online exposure for a very affordable rate!



Cool New Products was ranked the **#1 most-read feature** in the magazine, according to a 2011 reader survey.

cool new products advertising rates (NET)

Size	Amount
¼-page ad	\$1,000
¼-page ad (NACS Show issue)	\$1,200
½-page ad	\$1,800
½-page ad (NACS Show issue)	\$2,000

Buy 3 Cool New Products ads and receive the 4th **FREE!**

COOL NEW PRODUCTS SPOTLIGHT

Showcase your new product five days a week in our award-winning e-newsletter. Purchasing a print Cool New Product ad qualifies you for this spotlight position on the *NACS Daily*. (See page 12 for more information on the *NACS Daily*.)

RATE: \$250 per week or \$1,000 per month (net)

THE COOL NEW PRODUCTS PREVIEW ROOM

This unique room at the NACS Show is a must for anyone launching a new product into the convenience channel. It is the top destination for Show attendees to discover emerging trends and check out the hottest new products available to convenience stores.

The Preview Room includes areas to help buyers easily locate new products in the following categories:

- Retailer top picks
- New merchandising
- New to the channel
- New packaging
- New flavors
- Health and wellness
- Green/Eco-friendly

Attendees use handheld scanners to capture product details, exhibitor booth numbers and contact information. Upon leaving the Preview Room, attendees receive a customized printout of each item scanned.

RATE: Visit nacsshow.com/marketing for room space pricing. And purchase a Cool New Products NACS Show package and receive discounted rates.

deadlines

Publication Date	Deadline
January Issue	December 4, 2011
April Issue	March 1, 2012
July Issue	June 1, 2012
October NACS Show Issue	September 3, 2012

SPECIFICATIONS

- Product Information: Include headline, product name and company name.
- Word limit: 50 characters, including spaces.
- Promotional Copy: No more than 80 words (quarter-page) or 160 words (half-page). Include phone number and website URL.
- Image requirements: One image of product. Must be "pure" image file at 300 dpi, approximate size of 3" x 3" in JPG, TIF or EPS format. PDF, Word or PowerPoint cannot be accepted.

