



Your ad will be seen on more than 500 web pages on NACS Online. Reserve your space today!



always **ON** always

NACS Online is the leading 24-hour resource for the convenience industry. Place your message where key executives come every day to find current industry news, updates on pressing legislative issues, and important information about NACS' signature events — including the NACS Show, NACStech, the NACS Leadership Forum and the NACS State of the Industry Summit.

With video best practices, news stories and industry resources, NACS Online is the learning and connections hub for the convenience marketplace.

traffic spike

- Sessions: **75,802 per month**
- Page Views: **220,693 per month**
- Page Views During Month of NACS Show: **548,513**
- Sessions During NACS Show Month: **172,888**
- Unique Visitors: **3,345 per day**

(Source: Google Analytics, 2010-2011)

INSIGHTFUL

online advertising rates

Skyscraper (Monthly)	Amount
1x	\$1,320
3x	\$1,274
6x	\$1,234
9x	\$1,188
12x	\$1,089
NACS Show Month	\$2,310

(maximum ads per rotation =5)

Online Square Button (Monthly)	Amount
1x	\$924
3x	\$864
6x	\$834
9x	\$804
12x	\$750
NACS Show Month	\$1,150

(maximum ads per rotation =10)

online guidelines

Ad	Size
Online Skyscraper	150 x 500 pixels
Online Square Button	150 x 150 pixels
Online Expandable Skyscraper	300 x 500 pixels
Online Expandable Square Button	300 x 150 pixels

Ads can be expanded into rich media for an additional cost. Visit nacsonline.com/richmedia for details.



IMAGE 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 banner files, including click-through URL, no less than five days before start date, to jnichols@nacsonline.com.