
2010 MARKETING PRODUCTS

- NACStech.com SQUARE BUTTON BANNER AD** **\$770 (net)**
Ad Space Reservation: March 22
Ad Materials Deadline: March 29
Ad rotates for one month on NACStech.com: April 5 - May 5.
- PRE-NACStech E-MAIL PROMOTION** **\$400 (net)**
Ad Space Reservation: April 12
Ad Materials Deadline: April 15
A one-time e-mail promotion that includes listings from all participating exhibitors — including booth number and promotional copy — is sent from NACS to all pre-registered attendees two weeks before NACStech.
- NACStech PROGRAM & DIRECTORY** **\$500 (net)**
Ad Reservation Deadline: March 8
Ad Materials Deadline: April 7
Drive booth traffic on-site with a full-page ad in this on-site resource that also serves as a post-event resource for follow-up.
- NACS MAGAZINE (NACStech MAY ISSUE)** **Full-page \$4,730 (net)**
Ad Reservation Deadline: April 1 **Half-page \$3,570 (net)**
Ad Materials Deadline: April 7
Your association publication will have widespread exposure at NACStech and can also be found on the seats of all general sessions attendees.
- NACS MAGAZINE (NACStech MAY ISSUE)** **\$1,000 (net)**
– COOL NEW PRODUCTS ADS
Ad Space Reservation Deadline: April 1
Ad Materials Deadline: April 7
Place your ad in this indispensable quarterly guide to new products, found in the pages of the award-winning *NACS Magazine*.
- EXCLUSIVE!**
- NACStech PACKAGE** **\$5,000 (net)**
Includes:
• Square Button Banner Ad on NACStech.com
• Pre-NACStech E-mail Promotion
• Full-Page Ad in *NACS Magazine's* NACStech Issue (May)
• Full-Page Ad in the NACStech Program & Directory

MARKETING CONTACT & PAYMENT INFORMATION

CONTACT INFORMATION

Please let us know who we may contact regarding this submission.

CONTACT NAME Mr. Ms. Mrs. _____

CONTACT COMPANY _____

ADDRESS 1 _____

ADDRESS 2 _____

CITY, STATE, ZIP _____ COUNTRY _____

PHONE _____ FAX _____

EMAIL _____

ORDER TOTAL

SUBTOTAL from ORDER FORM: \$ _____

Advance payments are required for all NACStech advertising. All payments due by respective materials deadline.

PAYMENT INFORMATION

To guarantee placement, payment must accompany form.

- Mail check payable to NACS (U.S. funds drawn on a U.S. bank)
 VISA MasterCard American Express

Credit Card Number _____

Expiration Date _____

Cardholder Name _____ Billing Zip code _____

Cardholder Signature _____

Return order form and payment to:

NACS

Attention: Jennifer Nichols

1600 Duke Street

Alexandria, VA 22314

Or Fax Credit Card Payment to: (703) 836-4564

The signatory of this form agrees to accept and pay all applicable charges, including adjustments to reflect correction of arithmetical errors as well as all per event costs, based on the events chosen and your company's current membership status with the National Association of Convenience Stores (NACS). Moreover, the signatory specifically authorizes NACS to charge any such amounts to the credit card referenced on this form.

By signing, I agree to abide by all advertising conditions stipulated by NACS and understand the material requirements & deadlines.

signature

date

2010 TERMS & CONDITIONS

1. An advertiser may change content prior to the advertising material deadline. The advertiser (or its agency) is responsible for providing NACS with all materials by materials deadline.
2. Requested positions are not guaranteed unless specified in writing from NACS.
3. NACS will not be bound by any conditions appearing on insertion orders or copy instructions when such conditions conflict with the regulations set forth herein.
4. Insertion orders that contain incorrect rates or conditions will be corrected and charged according to published rates. Such errors will be regarded as clerical.
5. Ad creative materials (print and video) will be returned to advertisers or advertising agencies upon request. NACS will hold all materials for 12 months after the material deadline date before disposing of old materials.
6. Advertisers and advertising agencies assume liability for all content (including text, representations, and illustrations) of content submitted and also assume responsibility for any claims arising there from made against NACS.
7. NACS will not be liable for any delays in delivery and/or non-delivery of advertising due to factors beyond the control of NACS.
8. NACS will not be liable for mistakes in production of advertising if advertiser does not comply with the published material requirements and delivery instructions.
9. NACS reserves the right to reject any materials which do not keep within the standards of NACS.
10. NACS reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to NACS.

CANCELLATION POLICY

Cancellations will not be accepted within two (2) weeks of the materials due date. Cancellations must be submitted to Jennifer Nichols at jnichols@nacsonline.com or via fax to (703) 836-4564. Your written notification to cancel must include a copy of your e-mail order confirmation.

2010 REQUIREMENTS & SPECIFICATIONS

NACStech.com SQUARE BUTTON BANNER AD

Ad Space Reservation: March 22

Ad Materials Deadline: March 29

Ad appears for one month on the site: April 5 - May 5.

Image Dimensions: 150 x 150 pixels (square).

Image Properties: RGB, 72 dpi

File Type: gif, animated gif, jpg or FLASH file

File Size: no more than 40k

Delivery of Materials: Please send Web Ad files including click-through URL by email to: jnichols@nacsonline.com.

PRE-NACStech E-MAIL PROMOTION

Ad Space Reservation: April 12

Ad Materials Deadline: April 15

A one-time e-mail promotion that includes listings from all exhibitors participating in this service is sent from NACS to all pre-registered attendees two weeks before NACStech.

Text: Please include your company name and booth number and approximately 60-word promotional paragraph.

Image: Provide your company's image/logo at 72 dpi, RGB, approximate size of 180 pixels (wide) x 75 pixels (high) - within those dimensions, in JPG or GIF Image file format.

Delivery of Materials: Please send MicroSoft Word text files and image files to jnichols@nacsonline.com by the deadline date.

NACStech PROGRAM & DIRECTORY ADVERTISING

Ad Reservation Deadline: March 8

Ad Materials Deadline: April 7

Dimensions: Full-page trim size: 9" wide x 6" high (horizontal)

Binding: saddle stitch

Full-page bleed ad size: please add a 1/8" (.125) bleed all the way around for a final size of 9.25" x 6.25"

Advertisers should keep crucial elements at least .375" away from the trim (especially important because of the binding).

File Format: high resolution, CMYK PDF files are preferred.

Please inquire about other file formats.

Delivery: Please send PDF ad file on disk with color proof to:

Jennifer Nichols, NACS
1600 Duke Street
Alexandria, VA 22314

NACS will not be responsible for errors in production if advertiser does not comply with these material requirements.

NACStech MAY ISSUE OF NACS MAGAZINE

Ad Reservation Deadline: April 1

Ad Materials Deadline: April 7

Dimensions:

Full-page trim size: 8-1/4" x 10-7/8"

Full-page bleed size: 8-1/2" x 11-1/8"

Full-page non-bleed size: 7-1/16" x 10"

Half-page size: 7-1/16" x 4-7/8"

Binding: Perfect-bound

File Format: high resolution, CMYK PDF files are preferred. Please inquire about other file formats.

Delivery: Please send PDF ad file on disk with color proof to:

Jennifer Nichols, NACS
1600 Duke Street
Alexandria, VA 22314

NACS will not be responsible for errors in production if advertiser does not comply with these material requirements.

NACStech MAY ISSUE OF NACS MAGAZINE – COOL NEW PRODUCTS ADS

Ad Space Reservation Deadline: April 1

Ad Materials Deadline: April 7

1) **Product Information:** please include

a) product name

b) headline word limit is 50 characters with spaces.

2) **Promotional Copy:** up to **80 words** in paragraph form describing the product (no line spaces or bullets). Full press releases are not recommended as NACS will edit copy without your input. NACS reserves the right to edit any copy for grammatical errors, consistency, clarity or length.

3) **Category of product:** choose between - Candy & Snacks, Merchandise, Foodservice Equipment & Programs, and Store Operations & Technology

4) **Phone number and website** for sales leads.

5) **Image requirements are:** 1 image of product. Must be "pure" image file at 300 dpi resolution, approximate size of 3" x 3", in JPG, TIF or EPS format. Images embedded in PDF, Word or PowerPoint are not acceptable.

Layout: there are 4 listings per page. Listings are organized alphabetically by company name.

Delivery of materials: Please send text and image to jnichols@nacsonline.com.