

NACStech.com SQUARE BUTTON BANNER AD **\$924**

Ad Space Reservation: April 9
Ad Materials Deadline: April 13
 Ad rotates for one month on all NACS Web sites: April 24 - May 24.

PRE-NACStech E-MAIL PROMOTION **\$400**

Ad Space Reservation: April 20
Ad Materials Deadline: April 27
 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**

Ad Reservation Deadline: April 13
Ad Materials Deadline: April 20
 Drive booth traffic on-site and raise brand awareness after the event, with an ad in this on-site resource that serves as a post-event resource for follow-up.

NACS MAGAZINE (NACStech MAY ISSUE) Full-page **\$4,730.25**

Ad Reservation Deadline: April 2
Ad Materials Deadline: April 9
 Your association publication will have widespread exposure at NACStech and the issue will be on the seats of all general sessions attendees. Half-page **\$3,570**

NACS MAGAZINE (April ISSUE) 1/4-page **\$1,000**

—COOL NEW PRODUCTS AD Half-page **\$1,800**
Ad Space Reservation Deadline: March 1
Ad Materials Deadline: March 7
 Your cool new product or service deserves the limelight! Place your ad in this indispensable quarterly guide to new products, found in the pages of the award-winning *NACS Magazine*.

EXCLUSIVE!

NACStech PACKAGE (A \$6,554.25 VALUE!) **\$5,000**

- 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

NACStech Mobile App Banner Ad & Landing Page **\$1,000**

Ad Space Reservation: March 23
Ad Materials Deadline: March 30 *(recommended dates for highest visibility, ad space can be secured right up until the conference)*
 Attendees touch the banner ad and are taken to your company's landing page to learn more about your products, map your booth or contact you.

NACStech Mobile App Multimedia Package **\$2,000**

Ad Space Reservation: March 23
Ad Materials Deadline: March 30 *(recommended dates, ad space can be secured right up until the conference)*
 Include a 30 second video clip featuring a welcome to your company, introduce products or provide demonstrations. Video is located on your exhibitor landing page and can be played over and over again.

ALL PRICES ARE NET PRICES.

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

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

Credit Card Number _____

Expiration Date _____

Cardholder Name _____ Billing Zip code _____

Cardholder Signature _____

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

2012 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.

NACStech.com SQUARE BUTTON BANNER AD**Ad Space Reservation:** March 28**Ad Materials Deadline:** April 4

Ad appears for one month on the site: April 16 - May 16.

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 11**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 8**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:Rose Johnson
NACS Production Manager
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:Rose Johnson
NACS Production Manager
1600 Duke Street
Alexandria, VA 22314

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**NACStech MAY ISSUE OF NACS MAGAZINE –
COOL NEW PRODUCTS ADS****Ad Space Reservation Deadline:** April 1**Ad Materials Deadline:** April 71) **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 & Technology4) **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.**NACStech Mobile App Banner Ad/Landing Page and Video****Ad Reservation Deadline:** March 28**Ad Materials Deadline:** April 4

Banner Ad Size: RGB, 72 dpi, .jpg, 320 x 55 pixels

Landing Page Size: RGB, 72 dpi, .jpg, 320 x 418 pixels

Video: 30 Seconds. File Format: 3:2 aspect ratio

Delivery: Please send to: artdepartment@core-apps.com

Questions: Call CoreApps at (301) 604-3055

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