

# GET YOUR COOL NEW PRODUCT IN FRONT OF RETAILERS WITH PURCHASING POWER

# NACS

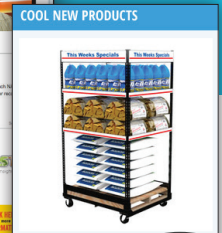
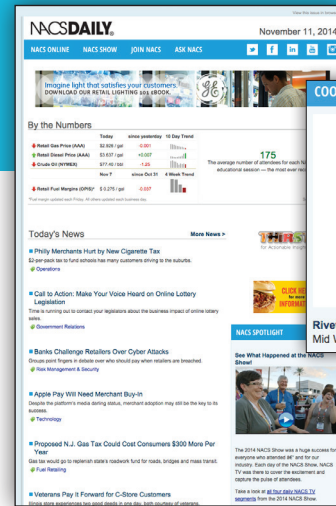
There's no better place than NACS to debut your new product, service or technology. With multiple, year-round platforms to choose from—print, digital, mobile and live events—NACS Media can help you reach retail buyers looking to stock their stores with what's new and cool in the convenience channel.

Cool New Products are grouped in one of seven major categories: **New to the Industry, New Design, New Flavors, New Services, New Technology, Health & Wellness, and Green (Eco-Friendly).**



**BONUS!**  
Buy 3 Cool New Product print ads in 2017 and get the 4th ad free.\*

“The Cool New Products Guide is the most read feature of NACS Magazine.”  
(Source: 2015 Readex Research NACS Magazine Reader Study)



**276,142**  
average  
monthly  
impressions

## NEW PRODUCT GUIDE NACS MAGAZINE

This special supplement appears quarterly in NACS Magazine, giving your product or service high-level visibility. Four-color, quarter-page and half-page ads are available.

### INVESTMENT:

- Quarter-page: \$1,000 for regular issue / \$1,200 for NACS Show issue
- Half-page: \$1,800 for regular issue / \$2,000 for NACS Show issue

### 2017 DEADLINES:

January: **CLOSED**; April: **CLOSED**;  
July: May 30; October (NACS Show Issue): August 28

### Bonus Online Product Visibility:

Your listing will be included online at [nacsonline.com](http://nacsonline.com) for three months at no additional cost, stretching your marketing dollars further and extending your reach to thousands of website visitors.



\* Ads can be combined in a single issue or placed individually in any of the four, quarterly magazine supplements during the 2017 calendar year.

## COOL NEW PRODUCT SPOTLIGHT AD IN NACS DAILY

If you've placed your Cool New Product ad in NACS Magazine, you're eligible to appear in the NACS Daily e-newsletter—a daily source of news emailed to more than 40,100 convenience industry opt-in subscribers.

### INVESTMENT:

\$1,000/two weeks (net)

### DEADLINE:

Five (5) days before start date



# COOL NEW PRODUCT MARKETING CONTACT & PAYMENT INFORMATION

## AD DELIVERY INSTRUCTIONS

Email the following materials to [production@nacsonline.com](mailto:production@nacsonline.com). For each listing, include "Cool New Products Guide" and your company name in the subject line.

## MATERIAL REQUIREMENTS

**1) Product Information:** Please include headline, product name, and company name as you wish it to appear in the listing. Word limit for each: 50 characters with spaces.

**2) Promotional Copy:**

- Quarter-page ad: No more than 80 words
- Half-page ad: No more than 120 words

Please describe the product in paragraph form (no bullets). NACS reserves the right to edit any copy for grammatical errors, consistency, clarity or length.

**3) Contact Information:** Provide phone number and website for sales leads.

**4) Image Requirements:**

- Quarter-page ad: approximate size of 3"x3"
- Half-page ad: approximate size of 4.5"x4.5"

One image per product listed (multiple images for one listing will not be accepted). Must be "pure" image file at 300 dpi resolution in a JPG, TIFF or EPS format. Images embedded in PDF, Word or PowerPoint cannot be accepted.

**5) Product Category:** Ads are grouped within one of seven major categories: New to the Industry, New Design, New Flavors, New Services, New Technology, Health & Wellness, and Green (Eco-Friendly). Please let us know which category you'd like your ad placed within when you reserve your space.

## CONTACT INFORMATION

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Advertising Agency (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Country \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

## PAYMENT (Payment must be received to guarantee space.)

Check enclosed made out to NACS

(Mail to NACS, P.O. Box 6930, McLean, VA, 22106-9902)

VISA

MasterCard

American Express

Official Card of NACS



Credit Card Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

## SPACE RESERVATION

Using the boxes below, please indicate which issue(s) you would like your Cool New Product ad(s) to be featured in, as well as the quantity and ad size (i.e., quarter-page, half-page) for each.

### Cool New Products Guide (in NACS Magazine)

**Bonus!** Buy 3 Cool New Product print ads in 2017 and get the 4th ad free.

**January 2017**

**CLOSED**

\$1,000 (net) quarter-page ad; \$1,800 (net) half-page ad  
Quantity: \_\_\_\_\_ Size: \_\_\_\_\_

**April 2017**

**CLOSED**

\$1,000 (net) quarter-page ad; \$1,800 (net) half-page ad  
Quantity: \_\_\_\_\_ Size: \_\_\_\_\_

**July 2017**

Space Deadline: May 30, 2017; Materials Due: Jun. 5, 2017

\$1,000 (net) quarter-page ad; \$1,800 (net) half-page ad  
Quantity: \_\_\_\_\_ Size: \_\_\_\_\_

**October 2017** (NACS Show Issue)

Space Deadline: Aug. 28, 2017; Materials Due: Sept. 5, 2017

\$1,200 (net) quarter-page ad; \$2,000 (net) half-page ad  
Quantity: \_\_\_\_\_ Size: \_\_\_\_\_

**NACS Daily Spotlight**

\$1,000/two weeks (net)

Quantity: \_\_\_\_\_

**Reservation Total:** \$ \_\_\_\_\_

### PLEASE EMAIL OR FAX THIS COMPLETED FORM TO:

Jennifer Nichols, National Advertising Manager/Northeast, NACS  
[jnichols@convenience.org](mailto:jnichols@convenience.org)  
(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 per item costs, based on the items chosen and your company's current membership status with NACS - The Association for Convenience & Fuel Retailing. Moreover, the signatory specifically authorizes NACS to charge any such amounts to the credit card referenced on this form.

**CONTACT US TODAY!** [CONVENIENCE.ORG/ADVERTISE](http://CONVENIENCE.ORG/ADVERTISE)

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NACS MEDIA  
**UNLEASH THE POWER**