

Cool New Products

Marketing



Get Your Cool New Product in Front of Retailers With Purchasing Power

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.

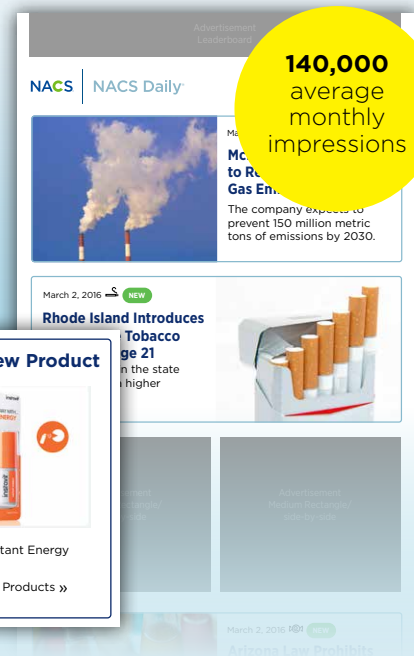
Cool New Products are grouped in one of seven major categories: **New to the Industry, New Design, New Flavors, New Services, New Technology, Health & Wellness, and Green (Eco-Friendly).**



BONUS!
Print and online exposure at one low price!

“The Cool New Products Guide is the most read feature of NACS Magazine.”

Source: 2019 Readex Research
NACS Magazine Reader Study



140,000
average
monthly
impressions

Cool New Products Guide NACS Magazine

This special supplement appears every month 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

Deadlines on next page.

Bonus Online Product Visibility:

Your listing will be included online at convenience.org for three months at no additional cost.



Cool New Product Spotlight Ad 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 39,000 convenience industry opt-in subscribers.

Investment:

\$1,000/two weeks (net)

Deadline:

Five (5) days before start date

Contact NACS Media today at convenience.org/advertise

NACS Media
convenience.org/coolnewproducts



Cool New Products Package

A multimedia option to expand your reach across our various media platforms, both print and digital.

Investment:

- Quarter-page: \$6,500 net (a \$10,000 net value)
- Half-page: \$8,500 net (a \$12,000 net value)

The following multiplatform marketing elements are included:

- *NACS Magazine's* Cool New Product Guide – a print ad in 3 consecutive issues
- Cool New Product Preview Email to 37,000 subscribers – 3 monthly email pushes
- Digital exposure on convenience.org for 3 months
- A 2- to 3-minute infomercial in our Cool New Product Category Webcast: Present your new product or service to 100+ targeted category buyers—leads guaranteed!

Cool New Product Category Webcast

A 2-3 min. infomercial featured in quarterly Cool New Product Webcasts for the following categories:

- Candy & Snacks (sweet/salty/alternative)
- Foodservice & Foodservice Equipment
- HBC / General Merchandise / CBD
- Store Operations: Technology & Safety
- Beer / Wine/ Beverages (pkg/fountain/hot & frozen dispensed)
- Cigarettes & OTP

Investment: \$3,000

Deadlines: Q1: February 19, 2021 Q2: May 21, 2021
Q3: August 20, 2021 Q4: November 1, 2021

An opportunity to sell your new product or service to 100+ targeted category buyers—leads guaranteed! *Limited availability per category.*

Deadlines

December 2020

Ad close: 10/26/20
Materials due: 11/2/20

January 2021

Ad close: 11/23/20
Materials due: 12/1/20

February

Ad close: 12/28/20
Materials due: 1/5/21

March

Ad close: 1/25/21
Materials due: 2/1/21

April

Ad close: 2/23/21
Materials due: 3/1/21

May

Ad close: 3/25/21
Materials due: 4/1/21

June

Ad close: 4/26/21
Materials due: 5/3/21

July

Ad close: 5/25/21
Materials due: 6/1/21

August

Ad close: 6/25/21
Materials due: 7/1/21

September

Ad close: 7/26/21
Materials due: 8/2/21

October

Ad close: 8/25/21
Materials due: 9/1/21

November

Ad close: 9/27/21
Materials due: 10/4/21

December

Ad close: 10/2/21
Materials due: 11/1/21

Same materials used for both print and online ads.

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:

Approximate size of 4.5"x4.5"

One image per listing (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 note the category for your ad when you reserve your space.**

Ad Delivery Instructions

Email the following materials to production@convenience.org. For each listing, include "Cool New Products Guide" and your company name in the subject line.

Please email your NACS Media sales rep:

Stacey Dodge

Advertising Director/Southeast
(703) 518-4211
sdodge@convenience.org

Jennifer Nichols

National Advertising Manager/Northeast
(703) 518-4276
jnichols@convenience.org

Ted Asprooth

National Sales Manager/ Midwest, West
(703) 518-4277
tasprooth@convenience.org