

## The Official NACS Show Daily Newspaper

NACS offers the ONLY Official Show newspaper, with strategic distribution, stronger buyer readership and higher visibility than any other Show Daily — all at a cost-effective price.

### Audience

Build excitement and buzz around your brand with the official **NACS Show Daily**. During the Show, this print publication is produced overnight and delivered to retail buyers. It's the only one distributed by greeters handing it out each morning of the Show, in special NACS Publication Kiosks throughout the convention center and at NACS Show shuttle bus drop-off and pick-up points at the convention center. 8,000+ copies distributed each day, based on estimated buyer attendance.

### Content

NACS Show news and updates, information on products and exhibitors, event photos, attendee opinion polls and much more!

The **NACS Show Daily** will be top-of-mind for attendees with:

- On-site signage throughout the Show to promote the **Daily**
- Prominent promotion on NACS e-mail communications to attendees and prospects
- Cross-promotion in all NACS communications leading up to the Show

Publication dates: **October 12, 13 and 14, 2020**

The NACS Show Daily is the **ONLY** publication passed out by greeters at the Show **each day!**

Your products and services in the **ONLY** Official On-site NACS Show publications.

## Get 50% off

a full-page ad in the Official **NACS Show Daily Newspaper** and/or **NACS Show Onsite Guide** when you purchase a full-page ad in the October NACS Show issue of **NACS Magazine**



## NACS Show Branded Content Offer

**\$2,000 net investment,**  
one price includes all 3 days  
150 words with image  
250 words without image



**Who attends the NACS Show?**

**38%**  
Senior Management

**33%**  
Store Operations/  
Facilities

**23%**  
Marketing/  
Merch/  
Category Mgmt

**3%**  
Franchise Operation

**3%**  
Technology

Visit [nacsshow.com/exhibitors](http://nacsshow.com/exhibitors) to see the full list.

# NACS Show Onsite Guide

## Audience

Available to attendees at registration and in NACS Publication Kiosks in multiple distribution points throughout the convention center, including entrances and all exhibit halls. 12,000+ copies distributed, based on estimated buyer attendance.

## Content

The industry's premier buyer's handbook, on-site and after the Show. This guide features important NACS Show information, a daily schedule of events, workshop schedules and descriptions, the most detailed, comprehensive directory listing of exhibitor and product category. Buyers use the guide post-Show as it's the most complete buyer's guide available in our industry.

## Premium placement commands attention

### Cover Positions

Back Cover, Inside Front Cover and Inside Back Cover

### Tabbed Divider

Maximum Impact, tab pages allow buyers to quickly identify and reference key information within the guide.

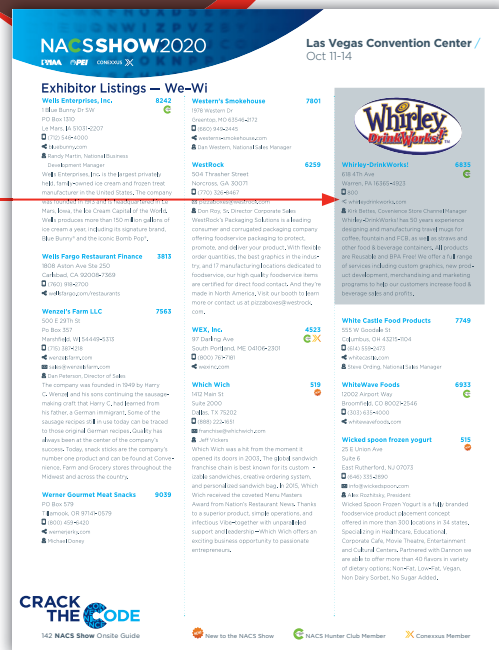
- **Display ad** on heavy card stock
- **Advertiser chooses the front or back of a specific tab:**  
*Education Sessions, CBD, About NACS, Exhibitor Listings, Exhibitors by Product*

### Make a Big Impact on a Low Budget

Highlighted Listing with Company Logo

- **Stand out on the page**, highlights help buyers see your company listing. Cost includes your logo placement.

The NACS Show Onsite Guide is used by c-store buyers all year 'round!



# Capture their attention!

Did you know the average NACS Show retailer says they plan to spend about \$19.4 million over the next year, based on what they see at the NACS Show?

-2018 NACS Show Attendee Survey

# Options, Deadlines & Specs

## The Official NACS Show Daily Newspaper

### AD OPTIONS / ALL ARE FOUR-COLOR

One rate includes insertions into ALL THREE issues of the *NACS Show Daily*

#### PREMIUM OPTIONS

- Back Cover** \$11,500
- Inside Front Cover** \$10,150
- Inside Back Cover** \$9,125
- Belly Flap (one day)** \$12,740
- Front Page Ear Ad** \$3,900

#### STANDARD OPTIONS

- Full-Page Spread** \$13,050
- Half-Page Spread** \$9,450
- Full-Page** \$7,250
- Full-Page Discounted\*** \$3,625
- 1/2 Page** \$5,250
- 1/4 Page** \$3,250

All rates are for one set of materials.  
Copy changes available for \$150 net per day.

## DEADLINES for NACS Show Daily

Space reservation: **Sept. 2, 2020**

Materials due: **Sept. 10, 2020**

## NACS Show Onsite Guide

NET PRICING, INCLUDES FOUR-COLOR

#### PREMIUM OPTIONS

- Inside Front Cover** \$9,800
- Inside Back Cover** \$8,400
- Tabbed Divider (Both Sides)** \$16,100
- Tabbed Divider (One Side)** \$9,100
- Inserts Available** Call for pricing

#### STANDARD OPTIONS

- Full-Page** \$7,000
- Full-Page Discounted\*** \$3,500
- 2/3 Page** \$5,950
- 1/2 Page** \$5,250
- 1/3 Page** \$3,850
- 1/4 Page** \$2,600
- 1/6 Page** \$1,750

**Highlighted Listing with Company Logo** \$500

Contact us for special options we can create for you.

## DEADLINES for NACS Show Onsite Guide

Space reservation: **Aug. 18, 2020**

Materials due: **Aug. 25, 2020**

**Receive 50% OFF if you purchased  
listing upgrades or marketing on the  
NACS Show Online Directory!**

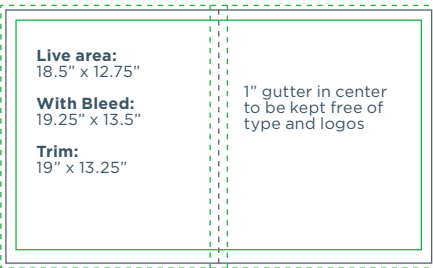
**50% off\***  
with full-page ad  
in the Oct. NACS  
Show issue of  
NACS Magazine

# Options, Deadlines & Specs cont.

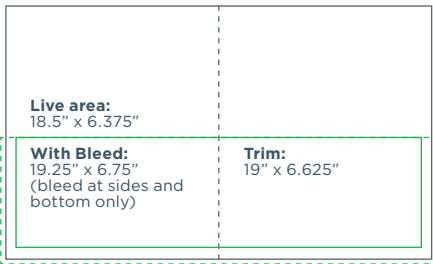
**The Official NACS Show Daily** ALL FOUR-COLOR  
Final publication size: 9-1/2" x 13-1/4"

**NACS Show Onsite Guide**  
ALL FOUR-COLOR  
Final publication size: 8-3/8" x 10-7/8"

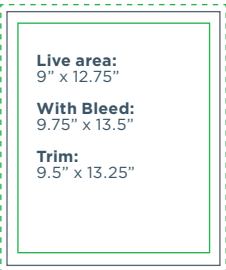
## FULL-PAGE SPREAD



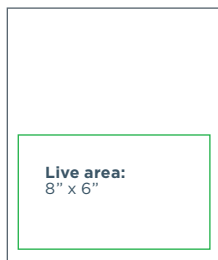
## 1/2-PAGE SPREAD



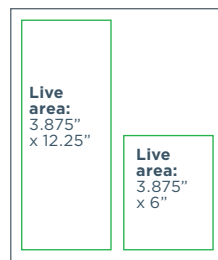
## COVERS & FULL PAGE



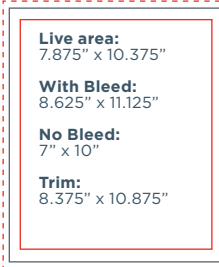
## 1/2-PAGE HORIZONTAL



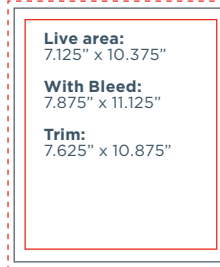
## 1/2-PAGE VERTICAL & 1/4-PAGE



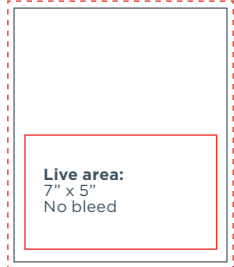
## BACK & INSIDE BACK COVERS, FULL PAGE & TABBED DIVIDERS



## INSIDE FRONT COVER (DIFFERENT DUE TO GATEFOLD COVER)



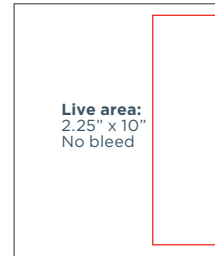
## HALF-PAGE HORIZONTAL



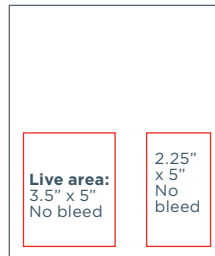
## 2/3-PAGE VERTICAL



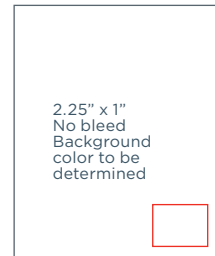
## 1/3-PAGE VERTICAL



## 1/4-PAGE & 1/6-PAGE



## HIGHLIGHTED LISTING WITH LOGO



**Questions about materials or production?**

**Rose Johnson**  
Production Manager  
production@convenience.org  
(703) 518-4218

## SUBMITTING LOGOS

Logos for "Highlighted Listing with Company Logo" should be submitted at 300 dpi at a minimum size of 2-1/4" x 1" in TIF, JPG or EPS format (vector EPS preferred).

## INSERTS FOR DIRECTORIES

Insert will be bound in and should not exceed 8-3/8" x 10-7/8", minimum size is 4" x 6".

**A prototype is required and bindery changes may apply.**

### Mechanical specifications

#### Materials Required for Print Products

PDF/X-1a files are required for all ads. View specifications at [www.swop.org](http://www.swop.org) or [www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html](http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html).

- **Fonts** must be outlined or embedded.
- **All colors** should be converted to CMYK (except black text).
- **Crop marks and color bars** should be outside printable area (18-point offset).
- **Submit full-page spreads** as a single-page file.

### Document Setup

- **Use Adobe InDesign for ad layouts.** For information on creating a PDF/X-1a, visit [www.adobe.com](http://www.adobe.com).
- **Photoshop:** 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- **Illustrator:** Outline all fonts, flatten transparencies, embed all elements (no links).
- **All fonts should be OpenType** (Type 1 and Multiple Master Fonts are strongly discouraged).
- **All colors must be CMYK** (except black text); no PMS/Pantone colors.
- **Ink density is not to exceed 300%.**
- **Black text 12 points or smaller should be black only.** (C=0%, M=0%, Y=0%, K=100%).
- **Reversed text must be a minimum of 10 points.**

### Submitting Files

Files (not including pre-printed inserts) should be submitted via e-mail (5 MB maximum) or FTP. If the ad is color critical, include a SWOP proof. Otherwise please send in a color laser with the file.

### E-mail Submission

Please e-mail to **Rose Johnson, Production Manager**, at [production@convenience.org](mailto:production@convenience.org).

### FTP File and Upload Information

Name your files with advertiser name and publication name. For example: AdvertiserName\_NACSShowDaily.pdf OR AdvertiserName\_NACSShowDirectory.pdf. All uploads should be followed by either a confirmation phone call or e-mail message to the Production Manager to alert that the file has been uploaded.

**Please upload the file to the designated directory to ensure expedient access.**

Host: <ftp://ftp.nacsonline.com>

User ID: ftpnacsonline

Password: ftp4NACS!

Directory: /NACS Show Daily OR /NACS Show Directory

### Proofs

Contract proofs are required for all ads (unless the ad is not color critical to you, then send in a color laser). A contract proof printed at 100% with registration marks and color bars can be used for color accuracy, if SWOP approved. View specifications online at [swop.org](http://swop.org). Without an accurate SWOP-provided proof, NACS cannot be held responsible for the outcome of color on press.

### Submitting Proofs

Please mail proofs to Rose Johnson by the published deadline date.

#### NACS

Attn: Rose Johnson, Production Manager  
1600 Duke St., Suite 700  
Alexandria, VA 22314

### Contact your NACS Advertising Rep today:

#### Stacey Dodge

Advertising Director/Southeast  
(703) 518-4211 / [sdodge@convenience.org](mailto:sdodge@convenience.org)

#### Jennifer Nichols

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

#### Ted Asprooth

National Sales Manager/Midwest-West  
(703) 518-4277 / [tasprooth@convenience.org](mailto:tasprooth@convenience.org)