

Increase your brand's visibility

and reach more buyers by targeting them in official NACS Show Publications — those seen the most before, on-site and following the Show.

Earn Priority Points!

You can earn Bonus Priority Points toward your 2021 NACS Show booth selection by advertising with NACS. (As you know, NACS Show exhibit booths are assigned and organized based on a priority point system.) Please see the breakdown of points you receive below, if you secure paid advertising through **November 30, 2020**.

- **2 points** — Less than \$6,599.99 advertising spent
- **4 points** — \$6,600.00 - \$9,999.99 advertising spent
- **6 points** — More than \$9,999.99 advertising spent

Traffic Driver Package Ads in ALL 3 Official NACS Show Publications at special combo rate.

- October NACS Show issue of *NACS Magazine*
- The *NACS Show Daily* (all 3 days for one price)
- *NACS Show Onsite Guide*

*All three publications are available in multiple distribution points throughout the convention center



NACS Magazine's October NACS Show Issue

Receive double the exposure with one ad! Your message will be in the 8,000 copies distributed throughout Vegas Convention Center, during the Opening General Session and with the NACS Show Product Bag. *NACS Magazine* is the only publication available EVERYWHERE at the Show... all other trade pubs are available in just one bin. Since the magazine will be delivered to our readers the first week of October, it'll be the last thing retail decision makers see before they head to Vegas... packed full of all of the great things they won't want to miss at NACS Show 2020!

***Special Exhibitor Offer:** Purchase a full-page ad in the October NACS Show issue of *NACS Magazine* and receive **50% off** a full-page ad in the *NACS Daily* or *Onsite Guide*.



The Official NACS Show Daily

Better Distribution, Stronger Buyer Readership and Higher Visibility — at an Attractive Price. Three days, three issues of unmatched information in the **ONLY** official newspaper hand-delivered to retailers by greeters each morning at the NACS Show. Available in multiple distribution points throughout the convention center. **Quantity:** 8,000+ copies distributed each day, based on estimated buyer attendance

NACS Show Onsite Guide

Plus, a Year-round Buyer's Guide. Packed with Show news and exhibitor contact information, this publication serves as the printed handbook for attendees. Buyers also take this directory home post-Show to use as a reference year-round for their purchasing decisions. **Quantity:** 12,000+ copies distributed, based on estimated buyer attendance



NACS Show Online Directory and Mobile App

The only complete resource for exhibitor information that's updated in real time — before, during and after the Show! Attendees use the exhibitor directory and MyShow Planner to find new products and suppliers while planning their NACS Show schedule. Packages to enhance your listing that include lead generation are available for every budget.



NACS Show Product Bag

One of the most popular items at the NACS Show is the Product Bag—distributed to the first 3,000 retailers who pick them up. A listing in each bag shares your company name, logo and booth number, so retailers can find you on the expo floor. Your product is displayed at the distribution booth. A contact list of the retailers who picked up the bags will be provided after the Show.

Get your product in the bag!



Let your NACS Advertising Rep help you customize a plan to make NACS Show 2020 a Success!

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

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

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!**



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 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.

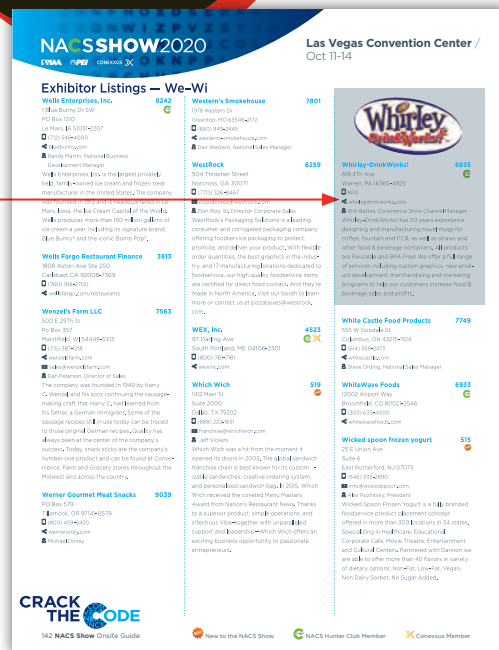
- **Display ad** on heavy card stock
- **Advertiser chooses the front or back of a specific tab:**
Education Sessions, CBD, About NACS, Exhibitor Listings, Exhibitors by Product

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**

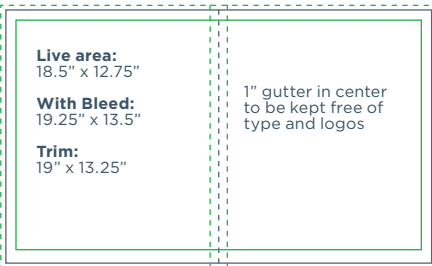
Receive 50% OFF if you purchased listing upgrades or marketing on the NACS Show Online Directory!

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

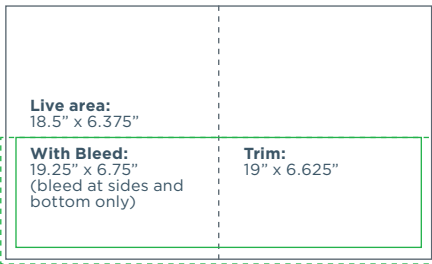
Options, Deadlines & Specs cont.

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

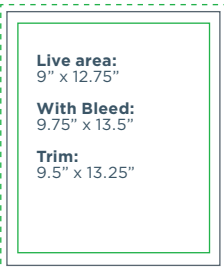
FULL-PAGE SPREAD



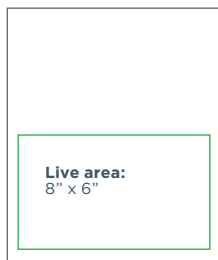
1/2-PAGE SPREAD



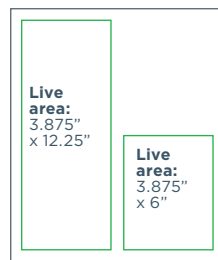
COVERS & FULL PAGE



1/2-PAGE HORIZONTAL



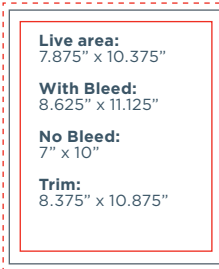
1/2-PAGE VERTICAL & 1/4-PAGE



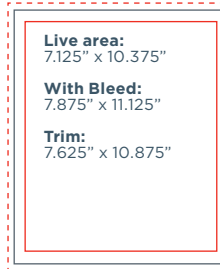
NACS Show Onsite Guide

ALL FOUR-COLOR
Final publication size: 8-3/8" x 10-7/8"

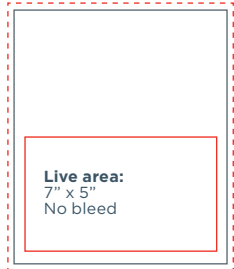
BACK & INSIDE BACK COVERS, FULL PAGE & TABBED DIVIDERS



INSIDE FRONT COVER (DIFFERENT DUE TO GATEFOLD COVER)



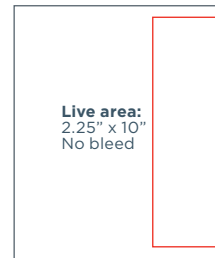
HALF-PAGE HORIZONTAL



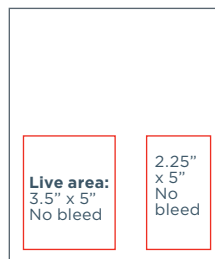
2/3-PAGE VERTICAL



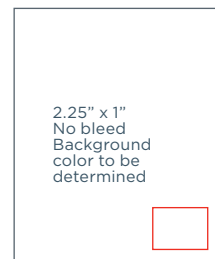
1/3-PAGE VERTICAL



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 or 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.
- **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.

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](ftp://ftp.nacsonline.com)

Password: [ftp4NACS!](ftp://ftp.nacsonline.com)

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. 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

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