

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 each morning of the Show, in special NACS Publication Kiosks throughout the convention center. 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 in NACS Media emails to attendees and prospects
- Cross-promotion in all NACS-owned publications and channels leading up to the Show

Publication dates

October 7-10, 2024

SELL

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 include **your branded content** in all 3 days of the publication



Conference: October 7-10, 2024
Expo: October 8-10, 2024
Las Vegas Convention Center
 | Las Vegas

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.

NACSSHOW

ONSITE GUIDE

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

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. Copies are 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, education sessions and descriptions, the most detailed, comprehensive directory listing of exhibitor and product categories. 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 tab, back tab or double-sided tab of four available options.**

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 featured logo.



CAPTURE THE 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?

-2019 NACS Show Attendee Survey

OPTIONS DEADLINES & SPECS

50% OFF

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

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 (per day; 3 days available) \$12,740
- Front Page Ear Ad \$5,000
- Front Cover Banner Ad \$5,735

STANDARD OPTIONS

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

Ad Space deadline: **Aug. 26, 2024**
Ad Materials deadline: **Sep. 3, 2024**

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 (vertical) \$5,950
- 1/2 Page (horizontal) \$5,250
- 1/2-Page (horizontal) Discounted* \$2,625
- 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

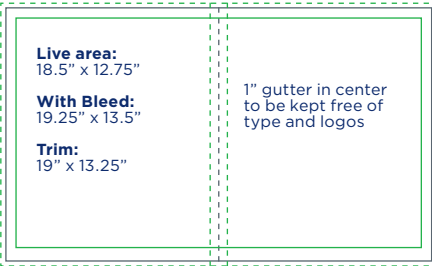
Ad Space deadline: **Aug. 19, 2024**
Ad Materials deadline: **Aug. 26, 2024**

OPTIONS, **DEADLINES** & SPECS CONT.

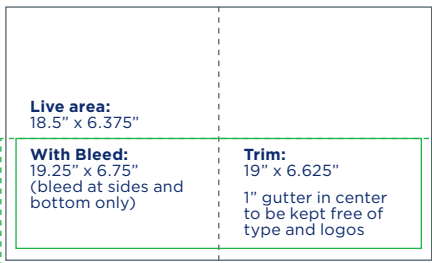
The Official NACS Show Daily ALL FOUR-COLOR

Final publication size: 9.5" x 13.25"

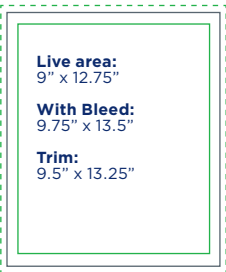
FULL-PAGE SPREAD



1/2-PAGE SPREAD



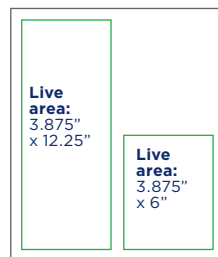
COVERS & FULL PAGE



1/2-PAGE HORIZONTAL



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

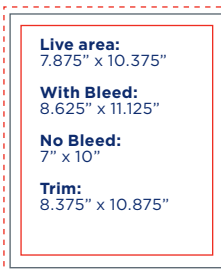


NACS Show Onsite Guide

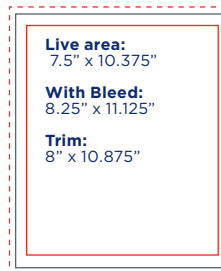
ALL FOUR-COLOR

Final publication size: 8.375" x 10.875"

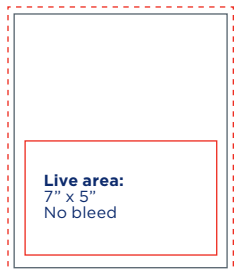
BACK & INSIDE BACK COVERS, FULL PAGE & TABBED DIVIDERS



INSIDE FRONT COVER (DIFFERENT DUE TO GATEFOLD COVER)



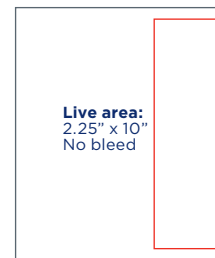
HALF-PAGE HORIZONTAL



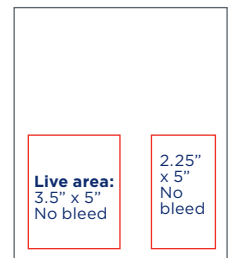
2/3-PAGE VERTICAL



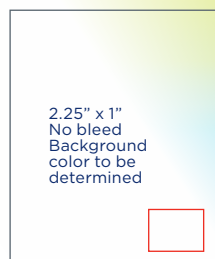
1/3-PAGE VERTICAL



1/4-PAGE & 1/6-PAGE



HIGHLIGHTED LISTING WITH LOGO



QUESTIONS ABOUT
MATERIALS OR
PRODUCTION?

Logan Dion

Digital Media and Ad Trafficker
 production@convenience.org
 508-330-9587

SUBMITTING LOGOS

Logos for "Highlighted Listing with Company Logo" (150 words with image; or 250 words without image) 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 ONSITE GUIDE

Insert will be bound in and should not exceed 8.375" x 10.875", minimum size is 4" x 6".

A prototype is required and bindery changes may apply.

OPTIONS, **DEADLINES** & SPECS CONT.

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.
- **Find the publication you are submitting for** and click Submit Print Files and you will be directed to NACS SendMyAd Portal
- **There is a brief tutorial video** on the page that will help you navigate the submission process.

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 the NACS SendMyAd submission portal.

How to Submit Your Ads

- **Submit your ad(s)** to the NACS ad submission portal here: <https://nacs.sendmyad.com>.
- **If you are a first-time user** you will need to register by clicking "Sign Up To Send Ads" at the top right of the home screen.

See How NACS SendMyAd Works

Watch the short, 90-second, quick start video here to see how simple it is to access the NACS SendMyAd portal to upload your print and digital ad materials.

File and Upload Information

Name your files with advertiser name and publication name. **For example:** AdvertiserName_NACSShowDaily.pdf OR AdvertiserName_NACSShowDirectory.pdf.

Please visit nacsmediakit.convenience.org to submit files.

- Navigate to Media Properties
- Then to NACS Show

Proofs

- The NACS SendMyAd submission portal has a pre-flight function. Please review your ad and make sure you approve it.
- If we find any errors you will be contacted by Logan Dion
- You can also request a PDF proof of your ad from Logan. Send your request to production@convenience.org

NACS

Attn: Logan Dion, Digital Media & Ad Trafficker
1600 Duke St., Suite 700
Alexandria, VA 22314

CONTACT YOUR
NACS ADVERTISING
REP TODAY:

Questions?

Please e-mail to **Logan Dion, Digital Media & Ad Trafficker, at production@convenience.org.**

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