



Reach The Largest Potential Account On Your Contact List: 5,267 7-Eleven Franchised Stores and Growing.

AVANTI, the National Coalition of Associations of 7-Eleven Franchisees' flagship publication, targets the largest convenience store buying group in the country—7-Eleven Franchisees. Altogether, this group accounts for more than \$12 billion in sales—more than any independent chain in the c-store industry.

Our 5,267 franchised stores represent approximately 85 percent of all 7-Eleven stores in the U.S. All of our readers make their own buying decisions, and approximately 30 percent are multiple store owners.

AVANTI narrowcasts 7-Eleven Owners and gives you the opportunity to reach them in their own publication, one that more than 90 percent of all franchisees read and retain.

AVANTI covers a wide range of industry news, franchisee and franchisor information, and all types of new products and promotions from our valued vendors.

The ONLY way to reach all 5,267 7-Eleven franchised stores nationally.

Call AVANTI at 215 750-0178.



National Coalition of Associations of 7-Eleven Franchisees

EDITORIAL SCHEDULE

January/February

SELLING TO FRANCHISEES: 2012 PLANNING. WINTER PRODUCT PROMOS.

March/April

NEW BEVERAGE PRODUCTS: SOFT DRINKS, JUICES, FOUNTAIN, BEER & WINE.

May/June

NCASEF 2012 CONVENTION ISSUE. TRADE SHOW PREVIEW. HOT SUMMER DEALS.

July/August

2012 POST CONVENTION HIGHLIGHTS. ICE CREAM, SALTY SNACKS, CANDY SALES.

September/October

TOP SELLING C-STORE PRODUCTS. FALL PROMOTIONS AND NEW PRODUCTS.

November/December

MAXIMIZING WINTER SALES. 2012-2013 AFFILIATE MEMBER PRODUCTS AND SERVICES DIRECTORY.

AVANTI



National Coalition
of Associations
of 7-Eleven Franchisees

The Voice of 7-Eleven Franchisees

2012 Rate Card

1 2012 ADVERTISING RATES PER INSERTION *Please check the size that applies:*

Size	1x	3x	6x	12x
<input type="checkbox"/> Spread 4-color	\$2,849	\$2,621	\$2,422	\$2,336
<input type="checkbox"/> Full Page 4-color	\$1,859	\$1,710	\$1,580	\$1,524
<input type="checkbox"/> 1/2 Page 4-color	\$1,260	\$1,159	\$1,071	\$1,033

Invoices issued at time of publication, payable in U.S. funds, or annually. All rates are NET to AVANTI. No cancellations after space reservation deadline.

QUESTIONS?

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2 ISSUE DATES and MATERIALS DEADLINES *Please call if an extension is needed. Check all of the issues that apply:*

Issue	Materials Deadline*	Issue Mails	Issue Highlights
<input type="checkbox"/> Jan/Feb	January 28	February 28	<i>Selling To Franchisees: 2012 Planning. Winter Product Promos.</i>
<input type="checkbox"/> Mar/Apr	March 28	April 30	<i>New Beverage Products: Soft Drinks, Water, Juices, Fountain, Beer&Wine.</i>
<input type="checkbox"/> May/June	May 28	June 30	<i>NCASEF 2012 Convention Issue: Trade Show Preview, Hot Summer Deals.</i>
<input type="checkbox"/> July/Aug	July 28	August 30	<i>2012 Post Convention Highlights. Salty Snacks, Candy, Ice Cream Sales.</i>
<input type="checkbox"/> Sept/Oct	September 28	October 30	<i>Top Selling C-Store Products. Fall Promotions and New Products.</i>
<input type="checkbox"/> Nov/Dec	November 28	December 30	<i>Maximizing Winter Sales. 2012- 2013 NCASEF Affiliate Member Directory.</i>

ARTWORK REQUIREMENTS

Ad materials can be submitted on **disk**, via **e-mail**, or via **FTP site** download. Must be in **Mac-compatible** format. Acceptable file types include **print-ready PDF with crop marks (preferred)**, **jpeg**, **Adobe Illustrator .eps** or **Adobe Photoshop**. All fonts and resource files must be included as necessary. Color proofs are useful but not essential. Publisher not responsible for *exact* color match without color proofs.

AD SIZES AND PRINTING SPECIFICATIONS

Trim Size: 8-1/2" X 11"
Two-page spread: 17" X 11"
Full-page: 8-1/2" X 11"
1/2-page: 8-1/2" X 5-1/2"
Live Area: 1/2"
Bleeds: Add 1/8" all sides
Printing Process: Sheet-Fed, 4-Color Process
Binding: Saddle Stitched

3 COMPANY BILLING INFORMATION

Manufacturer Agency Please add to Avanti mailing List.

Name (please print) _____

Company/Agency _____ Purchase Order #: _____

Billing Address _____

City _____ State _____ Zip _____

Phone _____ E-mail _____

Authorized Signature: _____

4 PLEASE MAIL, E-MAIL OR FAX TO:

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