

Reach The Largest Potential Account On Your Contact List: 5,687 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 \$13 billion in sales—more than any independent chain in the c-store industry.

Our 5,687 franchised stores represent approximately 86 percent of all 7-Eleven stores in the U.S. All of our readers make their own buying decisions, and approximately 23 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 5,687 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: 2013 PLANNING.
WINTER PRODUCT PROMOS.**

March/April

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

May/June

**NCASEF 2013 CONVENTION ISSUE.
TRADE SHOW PREVIEW.
HOT SUMMER DEALS.**

July/August

**2013 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.
2013-2014 AFFILIATE MEMBER PRODUCTS
AND SERVICES DIRECTORY.**

AVANTI



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The Voice of 7-Eleven Franchisees

2013 Rate Card

1 2013 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: 2013 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 2013 Convention Issue: Trade Show Preview, Hot Summer Deals.</i>
<input type="checkbox"/> July/Aug	July 28	August 30	<i>2013 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. 2013- 2014 NCASEF Affiliate Member Directory.</i>

ARTWORK REQUIREMENTS

Ad materials can be submitted on **disk**, via **e-mail**, or via **FTP site download** (contact us for information). Must be in **Mac-compatible** format. Acceptable file types include **print-ready PDF with bleed and crop marks (preferred)**, or **jpeg with 1/8" bleed**. **Ad materials must open to a high resolution (300 dpi)**. Please contact us if you would like help with your ad or if you would like us to produce an ad for you.

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:

Avanti Magazine
116 N. Bellevue Avenue, Suite 304
Langhorne, PA 19047

Telephone 215 750-0178
Fax 215 750-0399
E-mail sheldon.smith5@verizon.net

AVANTI: Visibility For You, Product Information For Your Customers.

As a vendor looking to do business with National Coalition members, you have four ways to keep your bases covered with franchisees across the country:

1. **Join the Affiliates Program.**
2. **Support the National Convention & Trade Show.**
3. **Advertise in AVANTI, the National Coalition Magazine.**
4. **Sponsor a half-hour presentation at a National Coalition Board meeting.**

At AVANTI we're interested in helping you SELL MORE to 7-Eleven franchisees. And we're interested in helping franchisees sell more of YOUR PRODUCTS. In fact, we're looking for the same thing you are—to raise dollar volume all-round and make more money.

Why Advertise In AVANTI?

7-Eleven owners, when asked for the #1 reason to join the National Coalition, replied "AVANTI" seven out of 10 times in a National Coalition survey.

We're the exclusive access to over 5,687 7-Eleven Owners—a \$13 billion group of retailers! In 2012 7-Eleven franchised over 600 additional stores. AVANTI's mailing list increased 7 percent and will continue to grow in the future. AVANTI is the ONLY means to reach ALL franchisees on a regular basis, and our readers want to purchase your products.

We want to carry news and information about your company and products. Send news releases, product information, or call us to talk about editorial opportunities that can increase your visibility among franchisees.



What's the cost of an AVANTI commitment?

1 Page, 4-Color, 6x per year:	\$1,580 ea.,	\$9,480 total
1 Page, 4-Color, 3x per year:	\$1,710 ea.,	\$5,130 total
1 Page, 4-Color, 1x:	\$1,859 ea.	

Spread, 4-Color, 6x per year	\$2,422 ea.,	\$14,532 total
Spread, 4-Color, 3x per year	\$2,621 ea.,	\$7,863 total
Spread, 4-Color, 1x :	\$2,849 ea.	

1/2 Page, 4-Color, 6x per year:	\$1,071 ea.,	\$6,426 total
1/2 Page, 4-Color, 3x per year:	\$1,159 ea.,	\$3,477 total
1/2 Page, 4-Color, 1x:	\$1,260 ea.	

1 Page, B&W, 6x per year:	\$1,017 ea.,	\$6,102 total
1 Page, B&W, 3x per year:	\$1,083 ea.,	\$3,249 total

AVANTI Sales: 215 750-0178

E-mail: sheldon.smith5@verizon.net

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