

# 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 6,067 7-Eleven Owners—a \$13 billion group of retailers! In 2013 7-Eleven franchised over 700 additional stores, with more coming. AVANTI's mailing list increased 6 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**

*"The Voice Of 7-Eleven Franchisees"*



National Coalition  
of Associations  
of 7-Eleven Franchisees

# Reach The Largest Potential Account On Your Contact List: 6,067 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 6,067 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 20 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 6,067 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: 2014 PLANNING.  
WINTER PRODUCT PROMOS.**

March/April

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

May/June

**NCASEF 2014 CONVENTION ISSUE.  
TRADE SHOW PREVIEW.  
HOT SUMMER DEALS.**

July/August

**2014 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.  
2014-2015 AFFILIATE MEMBER PRODUCTS  
AND SERVICES DIRECTORY.**

# AVANTI



National Coalition  
Of Associations  
Of 7-Eleven Franchisees

The Voice of 7-Eleven Franchisees

2014 Rate Card

## 1 2014 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?

Contact Sheldon Smith  
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

## 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: 2014 Planning. Winter Product Promos.</i>               |
| <input type="checkbox"/> Mar/Apr  | March 28            | April 30    | <i>New Beverage Products: Soft Drinks, Water, Juices, Fountain, Beer&amp;Wine.</i> |
| <input type="checkbox"/> May/June | May 28              | June 30     | <i>NCASEF 2014 Convention Issue: Trade Show Preview, Hot Summer Deals.</i>         |
| <input type="checkbox"/> July/Aug | July 28             | August 30   | <i>2014 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. 2014- 2015 NCASEF Affiliate Member Directory.</i>      |

## ARTWORK REQUIREMENTS

Ad materials can be submitted via **e-mail**, via **Avanti's storage site** (contact us for information), via your **FTP site download** or on **disk**. 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 a review of 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



# Reach 7-Eleven Franchisees On The Internet! [www.ncasef.com](http://www.ncasef.com)

The National Coalition of Associations of 7-Eleven Franchisees represents the largest convenience store buying group in the country: **7-Eleven storeowners**. Our 6,067 franchised stores account for about 86 percent of all 7-Eleven stores nationwide and generate more than \$13 billion in sales—more than any independent chain in the c-store industry.

Besides Avanti Magazine, we also offer advertising opportunities on our website, [www.ncasef.com](http://www.ncasef.com).

The website runs only 12 ads per quarter, rotating on a 7-second dissolve and appearing in the left-side panel of each of 20 web pages on the site. Design your own web ad, or we can use your Avanti print ad. We can also link your ad to your website, the McLane Virtual Tradeshow, the URL of your choice, or to a larger version of your ad.

**For more information, call 215-750-0178 or email [sheldon.smith5@verizon.net](mailto:sheldon.smith5@verizon.net)**



National Coalition of Associations of 7-Eleven Franchisees  
3561 East Sunrise Drive, Suite 135  
Tucson, AZ 85718

The screenshot shows the NCASEF website homepage. At the top is the logo for the National Coalition of Associations of 7-Eleven Franchisees. Below the logo is a navigation bar with links: Home, About NCASEF, Board of Directors, Meetings & Events, Photo Galleries, and Contact Us. The main content area features a large banner for the 2014 Convention, with text: "2014 Convention Dates Announced July 12-16" and "We're going to Disney World!". To the left of the banner is a sidebar menu with items like "Chairman's Welcome", "Members & How to Join", "2014 Convention and Trade Show", "Avanti Magazine", "Vendor Affiliate Members", "Charitable Giving", "NCASEF 2013 Legislative Priorities", and "News Center". Below the menu is a "FM FACILITY MAINTENANCE" advertisement. To the right of the banner is another sidebar with "AVANTI COLUMNS" featuring articles like "Business Transformation Moves Forward" and "7-Eleven, Inc.—Fix That Pothole!". At the bottom of the page are two columns of "RETAIL NEWS" and "LEGISLATIVE NEWS".

**Your ad here**

### Advertising On [www.ncasef.com](http://www.ncasef.com):

- Only 12 spots available per quarter.
- Ads can be linked to your company website, the website of your choice, a pdf you provide, or to a larger version of your Avanti ad.
- Ads run on a 7-second dissolve on all 20 web pages on the NCASEF site. Change your ad as often as you want!

### To Advertise:

Please complete this form and email it to [sheldon.smith5@verizon.net](mailto:sheldon.smith5@verizon.net) or fax it to 215-750-0399.

**Questions?** Call 215-750-0178 or email [sheldon.smith5@verizon.net](mailto:sheldon.smith5@verizon.net).

### AD SIZE:

- 196 pixels wide X 253 pixels high
- Resolution: 72 dpi
- RGB format jpeg, gif or png (no animations)

**Choose Anytime To Start Advertising! Minimum One Quarter (3 months)**

**Costs** Please check all that apply:

- Three Months \$1,500
- Six Months \$3,000
- Nine Months \$4,500
- One Year \$6,000

Start Date: \_\_\_\_\_

### BILLING INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

PO Number \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Authorized Company Contact \_\_\_\_\_