



National Coalition
Of Associations
Of 7-Eleven Franchisees

The Voice of 7-Eleven Franchisees

2018 Rate Card

1 2018 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: 2018 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 2018 Convention Issue: Trade Show Preview, Hot Summer Deals.</i>
<input type="checkbox"/> July/Aug	July 28	August 30	<i>2018 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. 2018 NCASEF Affiliate Member Directory.</i>

ARTWORK REQUIREMENTS

Ad materials can be submitted via **e-mail**, via **Avanti's storage site** (contact us for information), or via your **FTP site**. Must be in **Mac-compatible** format. Acceptable file types include **print-ready PDF with 1/8" 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: _____ (No signature necessary if e-mailed.)

4 PLEASE MAIL, E-MAIL OR FAX TO:

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