

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. Advertise in *AVANTI*, the National Coalition magazine, and on the NCASEF website www.NCASEF.com.
2. Support the National Convention & Trade Show.
3. Join the Coalition's Affiliates Program.
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-around and make more money.

Why Advertise In *AVANTI*?

AVANTI is the ONLY means to reach ALL 7-Eleven franchised stores on a regular basis, and our readers want to purchase your products. When asked about the #1 reason to join the National Coalition, 7-Eleven owners replied "AVANTI" seven out of 10 times in a National Coalition survey.

We're the exclusive access to over 7,200 7-Eleven Owners—a \$14 billion group of retailers! In 2018 7-Eleven continued to acquire and build new stores and convert stores to the 7-Eleven brand. *AVANTI*'s mailing list is growing!

We want to carry news and information about your company's 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 | \$1,817 ea., \$10,902 total |
| 1 Page, 4-Color, 3x per year | \$1,967 ea., \$5,901 total |
| 1 Page, 4-Color, 1x | \$2,138 ea. |

| | |
|------------------------------|-----------------------------|
| Spread, 4-Color, 6x per year | \$2,785 ea., \$19,656 total |
| Spread, 4-Color, 3x per year | \$3,014 ea., \$9,042 total |
| Spread, 4-Color, 1x | \$3,276 ea. |

| | |
|--------------------------------|----------------------------|
| 1/2 Page, 4-Color, 6x per year | \$1,232 ea., \$7,392 total |
| 1/2 Page, 4-Color, 3x per year | \$1,333 ea., \$3,999 total |
| 1/2 Page, 4-Color, 1x | \$1,449 ea. |

AVANTI Sales: 215-750-0178

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"The Voice Of 7-Eleven Franchisees"



National Coalition
Of Associations
Of 7-Eleven Franchisees

Reach The Largest Potential Account On Your Contact List: 7,200 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 \$14 billion in sales—more than any independent chain in the c-store industry.

Our 7,200 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 21 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 7,200 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: 2019 PLANNING.
WINTER PRODUCT PROMOS.**

March/April

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

May/June

**NCASEF 2019 CONVENTION ISSUE.
TRADE SHOW PREVIEW.
HOT SUMMER DEALS.**

July/August

**2019 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.
2019 AFFILIATE MEMBER PRODUCTS
AND SERVICES DIRECTORY.**

AVANTI



National Coalition
Of Associations
Of 7-Eleven Franchisees

The Voice of 7-Eleven Franchisees

2019 Rate Card

1 2019 ADVERTISING RATES PER INSERTION *Please check the size that applies:*

| Size | 1x | 3x | 6x | 12x |
|--|---------|---------|---------|---------|
| <input type="checkbox"/> Spread 4-color | \$3,276 | \$3,014 | \$2,785 | \$2,686 |
| <input type="checkbox"/> Full Page 4-color | \$2,138 | \$1,967 | \$1,817 | \$1,753 |
| <input type="checkbox"/> 1/2 Page 4-color | \$1,449 | \$1,333 | \$1,232 | \$1,188 |

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: 2019 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 2019 Convention Issue: Trade Show Preview, Hot Summer Deals.</i> |
| <input type="checkbox"/> July/Aug | July 28 | August 30 | <i>2019 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. 2019 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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