

# 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](http://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 7,800 7-Eleven Owners—a \$15 billion group of retailers! In 2019 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., \$16,710 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**

**E-mail: [sheldon.smith5@verizon.net](mailto: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: 7,806 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 \$15 billion in sales—more than any independent chain in the c-store industry.

Our 7,806 franchised stores represent approximately 91 percent of all 7-Eleven stores in the U.S. All of our readers make their own buying decisions, and approximately 24 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 7,806  
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: 2020 PLANNING.  
WINTER PRODUCT PROMOS.**

### March/April

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

### May/June

**NCASEF 2020 CONVENTION ISSUE.  
TRADE SHOW PREVIEW.  
HOT SUMMER DEALS.**

### July/August

**2020 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.  
2020 AFFILIATE MEMBER PRODUCTS  
AND SERVICES DIRECTORY.**



The Voice of 7-Eleven Franchisees

2020 Rate Card



National Coalition  
Of Associations  
Of 7-Eleven Franchisees

# 1 2020 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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**FAX** 215-750-0399

# 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: 2020 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 2020 Convention Issue: Trade Show Preview, Hot Summer Deals.</i>
<input type="checkbox"/> July/Aug	July 28	August 30	<i>2020 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. 2020 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:

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

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