

AVANTI

THE VOICE OF 7-ELEVEN FRANCHISEES

2022 Space Reservation



National Coalition
of Associations
of 7-Eleven Franchisees

1 2022 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 to **National Coalition of Associations of 7-Eleven Franchisees**. No cancellations after space reservation deadline.

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
<input type="checkbox"/> Jan/Feb	January 28	February 28
<input type="checkbox"/> Mar/Apr	March 28	April 30
<input type="checkbox"/> May/June	May 28	June 30
<input type="checkbox"/> July/Aug	July 28	August 30
<input type="checkbox"/> Sept/Oct	September 28	October 30
<input type="checkbox"/> Nov/Dec	November 28	December 30

3 COMPANY BILLING INFORMATION

Manufacturer Agency Add me to the AVANTI mailing list

NAME _____

COMPANY _____ PO # _____

BILLING ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____

E-MAIL _____

AUTHORIZED SIGNATURE _____

- I prefer a mailed invoice with tear sheets.
 I prefer an e-mailed invoice without tear sheets.

Questions?

Contact Tanya Monge
 AVANTI Advertising Manager
 Tel: 619-726-9016
 E-mail: avantiadvertising@ncasef.com

7-Eleven Logo Usage:

If you would like to use the **7-Eleven logo** in your ad, you must first acquire permission from 7-Eleven, Inc. by sending an e-mail to trademarks@7-11.com. Once you have received written authorization, we ask that you forward the e-mail to avantiadvertising@ncasef.com. We thank you in advance for your cooperation.

4 PLEASE E-MAIL THIS FORM TO: avantiadvertising@ncasef.com

Reach your largest
group of customers:

7-Eleven
Franchisees!

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 7,806 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.

HAVE A PRODUCT IMAGE, BUT NO AD DESIGN READY TO PRINT?

Our graphic designers can take your provided high resolution images and design a stunning ad that is targeted to franchisees and will make your products irresistible. Contact us for more information.

ARTWORK REQUIREMENTS

Ad materials must be in Adobe-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.

AD SIZES AND PRINTING SPECIFICATIONS

- Trim Size: 8-1/2" x 11"
- Live Area: 1/2"
- Two-page spread: 17" x 11"
- Bleeds: Add 1/8" all sides
- Full-page: 8-1/2" x 11"
- Printing Process: Sheet-Fed, 4-Color Process
- Half-page: 8-1/2" x 5-1/2"
- Binding: Saddle Stitched