

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	\$3,299	\$3,099	\$2,949	\$2,849
<input type="checkbox"/> Full Page 4-color	\$2,449	\$2,299	\$2,149	\$2,099
<input type="checkbox"/> 1/2 Page 4-color	\$1,849	\$1,749	\$1,699	\$1,649

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 Shawn Howard, Vendor Relations Administrator

Tel: 855-444-7711

E-mail: avantiadvertising@ncasef.com

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. Advertising in Avanti can provide opportunities to grow your business!

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

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.