

# AVANTI

THE VOICE OF 7-ELEVEN FRANCHISEES

## 2023 Space Reservation



National Coalition  
of Associations  
of 7-Eleven Franchisees

### 1 2023 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.
- PLEASE NOTE:** If you reserve an ad space for the entire year (i.e., all six issues) and cancel before your commitment is fulfilled, you may be billed the difference for the rate based on the number of ads you placed.

### 2 ISSUE DATES and MATERIALS DEADLINES

Please call if an extension is needed. Check all of the issues that apply:

Issue	Materials Deadline	Reaches Stores
<input type="checkbox"/> 2023 Issue 1	January 30	Mid-March
<input type="checkbox"/> 2023 Issue 2	March 31	Mid-May
<input type="checkbox"/> 2023 Issue 3	May 31	Mid-July
<input type="checkbox"/> 2023 Issue 4	July 28	Mid-September
<input type="checkbox"/> 2023 Issue 5	September 29	Mid-November
<input type="checkbox"/> 2023 Issue 6	November 30	Late December

### 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](mailto:avantiadvertising@ncasef.com)

### 4 PLEASE E-MAIL THIS FORM TO: [avantiadvertising@ncasef.com](mailto:avantiadvertising@ncasef.com)

## Reach The Largest C-Store Buying Group In The Industry:

# 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. All of our readers make their own buying decisions, and many have multiple stores. 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: 8-3/8" x 10-7/8"
- Two-page spread: 16-6/8" x 10-7/8"
- Full-page: 8-3/8" x 10-7/8"
- Half-page: 8-3/8" x 5-7/16"
- Live Area: 1/2"
- Bleeds: Add 1/8" all sides
- Printing Process: 4-Color Process
- 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](mailto:trademarks@7-11.com). Once you have received written authorization, we ask that you forward the e-mail to [avantiadvertising@ncasef.com](mailto:avantiadvertising@ncasef.com). We thank you in advance for your cooperation.