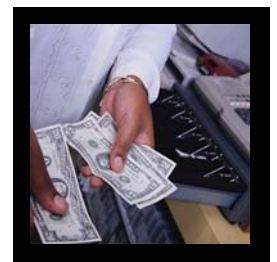


Georgia Association of Convenience Stores

2012 Media Kit



Maximize your IMPACT in Georgia's \$5 billion convenience store market

The GACS Advantage

- Members include the **retail managers, owners and operators, and suppliers** of both traditional and petroleum marketing operations throughout Georgia.
- On average, each **GACS retailer member owns and operates more than 16 convenience stores** in Georgia's **\$5 billion market**.
- **100%** of GACS convenience store members also sell gasoline on-site.

Who We Are

Ranked fifth in the nation for the number of convenience store locations in the state, GACS membership includes the **retail managers, owners and operators** of both traditional and petroleum marketing operations and also suppliers members who supply products and services to retailer managers in our **\$5 billion market**. GACS is the only organization in Georgia for professionals engaged in petroleum marketing and convenience store management.

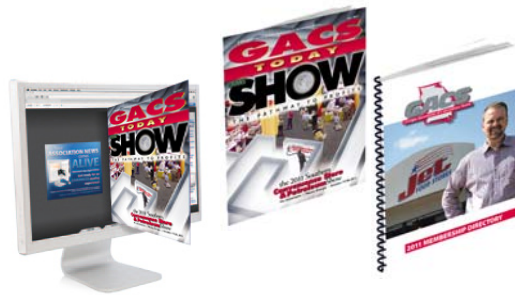
We represent many large chains including:

- **Pantry Inc.**
- **Circle K**
- **Race Trac**
- **Quik Trip**
- **Gate**
- **Flash Foods**

GACS Today

PRINT EDITION and DIGITAL EDITION

GACS Today is shipped directly to our membership who relies on it to keep them up-to-date on the latest information and the newest and best products and services related to the convenience store industry. Extend your print advertising investment with our digital edition version of **GACS Today** as well.



What We Offer

Membership Directory

PRINT EDITION

A 5.75" x 8.5", spiral-bound, full-color annual publication with die-cut tabs for easy reference. The annual **Membership Directory** is used by members throughout the year as a powerful networking tool and comprehensive buyers' guide for the products and services they use most often.

For more information, please contact:

George Baldwin

Project Leader

Toll-free: (800)369-6220, ext. 2742

Direct: (352) 333-2742

gbaldwin@naylor.com



To learn more about Georgia Association of Convenience Stores, visit:

www.gacs.com

GACS Today — quarterly magazine **MEMBERSHIP DIRECTORY** — annual publication



2012 Editorial Planner

Issue	Ships
<i>GACS Today, Spring (GCS-Q0112)</i>	February 2012
<i>GACS Today, Summer (GCS-Q0212)</i>	May 2012
<i>GACS Today, Fall (GCS-Q0312)</i>	August 2012
<i>GACS Today, Winter (GCS-Q0412)</i>	November 2012
<i>2013 Membership Directory (GCS-R0012)</i>	November 2012

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with GACS and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of GACS.

- | | | |
|-----------------------------------|---|--|
| A One ATM | Core-Mark/Head Distributing | Meco of Atlanta |
| Accutrak Inventory Specialists | DK News | Petro Properties & Finance LLC |
| Acry Fab Inc. | Edy's Ice Cream | Petroleum Services Group |
| ADD Systems | Environmental Compliance Services, Inc. | Preferred Testing & Compliance |
| Aequor | FCStone, LLC | Premier Car Wash Systems, Inc. |
| Air-Serv Southeast | Federal Heath Sign Co. | Premium Distributors |
| Airgas National Carbonation | Five Star Maps Inc. | Pure Tobacco |
| Allen Insurance | Frontech Inc. | R.J. Reynolds Tobacco, Inc. |
| ARV/South Comm | Gas, Inc. | Rayovac |
| Barber Equipment Co. | Georgia Lottery Corporation | S & D Coffee |
| BIC Corporation | Georgia Power Company | Slush Puppie |
| BP Petroleum | H. T. Hackney Company | Stewart Candy Company |
| Buice & Associates | Hawks Peanuts | Swedish Match North America, Inc. |
| Cash Transactions | Hopkins Appraisal Services | Total Imaging, Inc. |
| Citgo Petroleum | Inter-Continental Cigar Corporation | Trans Montaigne Product Services, Inc. |
| Claxton Oil Co. | Jarrell's of Pensacola, Inc. | Ultimate Mats |
| Coca-Cola Enterprises Atlanta | Lance, Inc. | Valero Energy Corporation |
| Coca-Cola Bottling | Mansfield Oil Company | Warren Oil Company |
| Commonwealth Brands, Inc. | Marathon Petroleum Company | Well Being Hygiene |
| Compass Equipment Leasing Company | McLane Southeast | WorldPay |
| CompX Security | MCT Wholesale | Worldwide Distributing, LLC |

GACS Today — quarterly magazine MEMBERSHIP DIRECTORY — annual publication



Net Advertising Rates*

All rates include an eLink in the digital edition of the magazine

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4-5x
Double-Page Spread	\$3,279.50	\$2,919.50	\$2,589.50
Outside Back Cover	\$2,929.50	\$2,669.50	\$2,439.50
Inside Front or Inside Back Cover	\$2,769.50	\$2,509.50	\$2,279.50
Full Page	\$2,329.50	\$2,069.50	\$1,839.50
2/3 Page	\$1,829.50	\$1,629.50	\$1,449.50
1/2-Page Island**	\$1,519.50	\$1,349.50	\$1,199.50
1/2 Page	\$1,379.50	\$1,229.50	\$1,089.50
1/3 Page	\$1,029.50	\$919.50	\$809.50
1/4 Page	\$789.50	\$699.50	\$619.50
1/6 Page	\$609.50	\$539.50	\$479.50
1/8 Page	\$459.50	\$409.50	\$359.50
Black-and-White Rates	1x	2-3x	4-5x
Full Page	\$1,419.50	\$1,259.50	\$1,119.50
2/3 Page	\$1,219.50	\$1,089.50	\$959.50
1/2-Page Island**	\$1,059.50	\$939.50	\$799.50
1/2 Page	\$909.50	\$809.50	\$719.50
1/3 Page	\$719.50	\$639.50	\$569.50
1/4 Page	\$549.50	\$489.50	\$429.50
1/6 Page	\$439.50	\$389.50	\$349.50
1/8 Page	\$339.50	\$299.50	\$269.50

*Members receive a 5% discount.

**1/2 -page islands are available in the magazine only.

Special Advertising Section

GACS Featured Advertiser Marketplace - Magazine Only



This **EXCLUSIVE** marketplace will be placed at the center-spread of *GACS Today*, with one featured advertiser per category. **Spaces are limited. Act now as these spots will be awarded on a first-come, first-served basis.**

Special Advertising Opportunity

Full-Color Tab Special - Directory Only



Capitalize on this opportunity to showcase your business in full color, in a prominent location. A full-color ad attracts readers' attention and prominently displays your message to Georgia's c-store owners and operators with purchasing power.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (GCS-Q0112 (LR 8/12/2011 GCS-Q0411))



GACS Today — digital edition

Digital Edition – <http://naylornetwork.com/gcs-nxt/>

In addition to print, *GACS Today* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via email and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$785

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | *Included in display ad rates*

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

eToolbar | \$525

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | \$785

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Ad "Jolt" Upgrade | \$310

Transform your static print advertisement into an attention-grabbing animated message. The digital edition of the magazine offers dynamic capabilities not available in the print version.

GACS Today — quarterly magazine

MEMBERSHIP DIRECTORY — annual publication



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|--|--|
| <input type="checkbox"/> Alcohol Products - Beer & Wine | <input type="checkbox"/> Grease Trap Pumping |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Heated Display Cases |
| <input type="checkbox"/> Automated Fueling | <input type="checkbox"/> Ice Cream |
| <input type="checkbox"/> Automated Teller Machines | <input type="checkbox"/> Ice Manufacturing & Distribution |
| <input type="checkbox"/> Bakery Goods & Equipment | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Beverages | <input type="checkbox"/> Inventory Control |
| <input type="checkbox"/> Candy Distributors | <input type="checkbox"/> Lighters & Accessories |
| <input type="checkbox"/> Canopies | <input type="checkbox"/> Lottery Ticket Dispensers |
| <input type="checkbox"/> Car Wash Systems & Products | <input type="checkbox"/> Loyalty Programs |
| <input type="checkbox"/> Cash Registers | <input type="checkbox"/> Lubrication & Petroleum Equipment |
| <input type="checkbox"/> Chemicals | <input type="checkbox"/> Menu Boards |
| <input type="checkbox"/> Civil & Environmental Engineering | <input type="checkbox"/> Mobile Testing |
| <input type="checkbox"/> Coffee Services | <input type="checkbox"/> Money Orders |
| <input type="checkbox"/> Commercial Fueling | <input type="checkbox"/> Novelty/Promotional Products |
| <input type="checkbox"/> Computer Hardware/Software | <input type="checkbox"/> P.O.P./P.O.S. |
| <input type="checkbox"/> Construction | <input type="checkbox"/> Pay Telephones |
| <input type="checkbox"/> Contaminated Soil Excavation & Disposal | <input type="checkbox"/> Payment Card Company |
| <input type="checkbox"/> Dairy Products | <input type="checkbox"/> Petroleum Dispensing Equipment |
| <input type="checkbox"/> Display Fixtures | <input type="checkbox"/> Petroleum Distributor/Refine/Supplier |
| <input type="checkbox"/> Distributors | <input type="checkbox"/> Plumbing |
| <input type="checkbox"/> Drain Cleaning | <input type="checkbox"/> Re-Image & Fascia Systems |
| <input type="checkbox"/> Employee Theft Prevention | <input type="checkbox"/> Restroom Sanitation |
| <input type="checkbox"/> Energy Management | <input type="checkbox"/> Security Systems |
| <input type="checkbox"/> Energy Services | <input type="checkbox"/> Signs |
| <input type="checkbox"/> Environmental Engineering/Consultants | <input type="checkbox"/> Snack Foods |
| <input type="checkbox"/> Environmental Services | <input type="checkbox"/> Tank Trailers |
| <input type="checkbox"/> Equipment Suppliers | <input type="checkbox"/> Tobacco Products |
| <input type="checkbox"/> Financial Services | <input type="checkbox"/> Transportation & Distribution |
| <input type="checkbox"/> Flooring | <input type="checkbox"/> Truck-Mounted Tanks |
| <input type="checkbox"/> Food Products | <input type="checkbox"/> Underground Storage Tanks |
| <input type="checkbox"/> Franchise Opportunities | <input type="checkbox"/> Vending |
| <input type="checkbox"/> Frozen Foods | <input type="checkbox"/> Video Surveillance Systems |
| <input type="checkbox"/> Fuel Supply Chain Management | <input type="checkbox"/> Wholesale Grocery Distributors |
| <input type="checkbox"/> Gas Pumps & Equipment | <input type="checkbox"/> Wireless Monitoring & Sensing Equipment |
| <input type="checkbox"/> General Grocery | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> General Merchandise | _____ |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

