



MEDIA KIT

Connect with key leaders in Georgia's \$27 billion convenience store industry.

- ***GACS Today*** quarterly print & digital magazine
- ***Membership Directory***

FOR MORE INFORMATION, PLEASE CONTACT:

NAYLOR 
ASSOCIATION SOLUTIONS

ABOUT GACS:



\$27B

GACS MEMBERSHIP REPRESENTS COMPANIES THAT SUPPLY PRODUCTS AND SERVICES TO RETAILER MANAGERS IN OUR \$27 BILLION MARKET.

5TH

GEORGIA IS RANKED FIFTH IN THE NATION FOR THE NUMBER OF CONVENIENCE STORE LOCATIONS PER STATE.



OUR MEMBERS INCLUDE THE RETAIL MANAGERS, OWNERS AND OPERATORS, AND SUPPLIERS OF BOTH TRADITIONAL AND PETROLEUM MARKETING OPERATIONS THROUGHOUT GEORGIA.

6,700

THERE ARE MORE THAN 6,700 CONVENIENCE STORES IN THE STATE OF GEORGIA.

100%

100% OF CONVENIENCE STORE MEMBERS ALSO SELL GASOLINE ON SITE.

ALSO

4 OUT OF 5 GACS TODAY READERS IDENTIFY OR RECOMMEND PRODUCTS AND SERVICES FOR PURCHASE ON BEHALF OF THEIR ORGANIZATIONS.

CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE AND REACH THE LEADERS OF GEORGIA'S CONVENIENCE STORE INDUSTRY!

GACS Today quarterly magazine Membership Directory

Net Advertising Rates*

All magazine rates include an ad link in the digital edition of *GACS Today*.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2-3x	4x	Directory
Double Page Spread	\$2,659.50	\$2,519.50	\$2,119.50	\$3,549.50
Outside Back Cover	\$2,399.50	\$2,309.50	\$2,039.50	\$3,139.50
Inside Front or Inside Back Cover	\$2,139.50	\$2,049.50	\$1,779.50	\$2,879.50
Tab - Directory Only	N/A	N/A	N/A	\$2,749.50
Full Page	\$1,779.50	\$1,689.50	\$1,419.50	\$2,519.50
2/3 Page	\$1,459.50	\$1,389.50	\$1,169.50	\$1,989.50
1/2-Page Island**	\$1,139.50	\$1,079.50	\$919.50	N/A
1/2 Page	\$1,019.50	\$969.50	\$809.50	\$1,489.50
1/3 Page	\$789.50	\$749.50	\$639.50	\$1,109.50
1/4 Page	\$639.50	\$609.50	\$509.50	\$849.50
1/6 Page	\$469.50	\$449.50	\$379.50	\$659.50
1/8 Page	\$389.50	\$369.50	\$309.50	\$489.50

Black-and-White Rates	1x	2-3x	4x	Directory
Full Page	\$1,449.50	\$1,379.50	\$1,159.50	\$1,529.50
2/3 Page	\$1,249.50	\$1,179.50	\$999.50	\$1,319.50
1/2-Page Island**	\$1,069.50	\$1,019.50	\$849.50	N/A
1/2 Page	\$929.50	\$869.50	\$739.50	\$989.50
1/3 Page	\$689.50	\$659.50	\$559.50	\$769.50
1/4 Page	\$519.50	\$489.50	\$419.50	\$599.50
1/6 Page	\$409.50	\$389.50	\$329.50	\$469.50
1/8 Page	\$319.50	\$299.50	\$259.50	\$369.50

*Members receive a 5% discount.
**1/2 page islands are available in the magazine only.

GACS Today Digital Edition Branding Opportunities

Sponsorship | \$800
Skyscraper | \$800

Toolbar | \$500
Ad Jolt Upgrade | \$300

Leaderboard | \$700

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

(Rates as of August 2017)

GACS Today quarterly magazine Membership Directory

2018 Content Calendar

In Every Issue:

President's Message
Meet Our New Members
Featured Advertiser Marketplace
Index of Advertisers/Advertisers.com

Spring 2018

Ships January 2018

- GACS Legislative Day on the Hill Preview/The SHOW Recap
- Feature: Meet Lieutenant Governor Casey Cagle
- Feature: Not In My Backyard
- Moore Colson

Summer 2018

Ships April 2018

- 2017 GACS Annual Convention Preview
- Legislative Day on the Hill Highlights
- Convention Preview
- Meet the Attorney General

Fall 2018

Ships August 2018

- 2017 Southern Convenience Store & Petroleum Show Preview
- GACS Convention & Tabletop Show Highlights
- Educational Foundation Winners & Recap
- Feature: We Card
- Feature: Meet EPD Commissioner
- GACS Services

Winter 2018

Ships November 2018

- 2017 Southern Convenience Store & Petroleum Show Highlights
- Feature: Scholarship Winners
- Feature: Meet Insurance Commissioner

2019 Membership Directory

Ships November 2018

GACS Today quarterly magazine

Digital Edition – www.naylornetwork.com/gcs-nxt

In addition to print, *GACS Today* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the GACS website. An archive of issues is available, securing your ad a lasting online presence.*

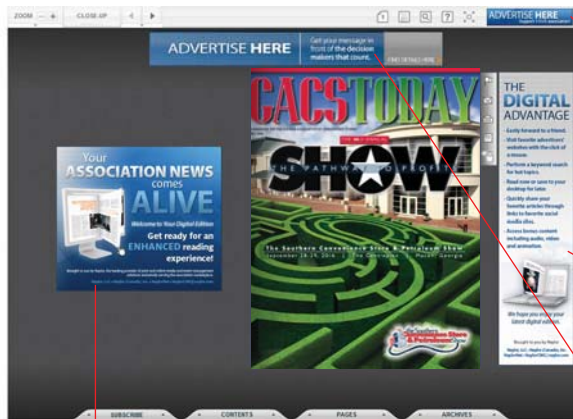
Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**
- **Read the the issue online or download and print for later**

Extend your advertising investment with digital media:

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

Ad Positions



Digital Toolbar | \$500

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | \$800

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Sponsorship | \$800

Your message will be prominently displayed directly across from the cover of the magazine.

Digital Leaderboard | \$700

The digital leaderboard is displayed above the digital edition the entire time it is open, giving your message constant and lasting exposure at the center of the screen.

Ad Link | *Included in display ad rates*

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

Ad "Jolt" Upgrade | \$300

Transform your static print ad into an attention-grabbing animated message. The digital edition offers dynamic capabilities not available in print.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

GACS Website

Advertising on the GACS Website – www.gacs.com

Advertising on the GACS website is a great way to reach member and non-member visitors in Georgia's **\$27 billion convenience store market**. Visitors can learn about upcoming association events, discover ways to maximize their GACS membership and view the latest issues of *GACS Today's* digital edition. Advertising on www.gacs.com offers several cost-effective opportunities to position your company as a leader in front of retail managers, owners, and operators and suppliers throughout Georgia.

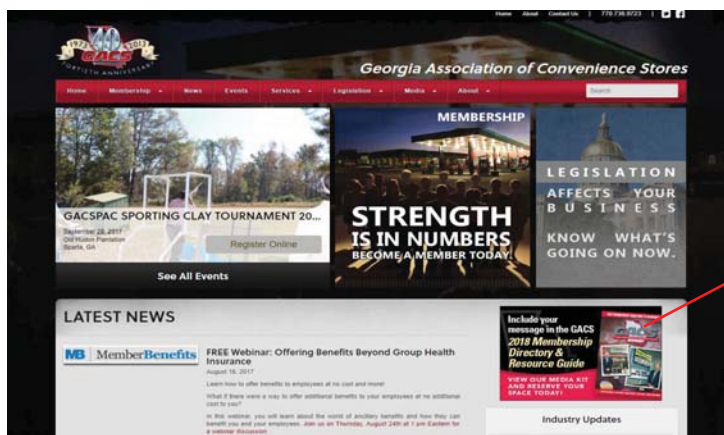
Features of GACS website advertising:

- Reach the leaders in Georgia's \$27 billion convenience store market
- Cross-promoted in other GACS publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, www.gacs.com receives:

- More than 1,130 visitors per month
- More than 800 unique visitors per month
- 5,600+ page views per month
- Nearly 5 pages viewed per visit

**Statistics from February 2017 to August 2017*



Curtain Ad-EXCLUSIVE

12 months | **\$2,205**

- Home page ONLY
- 954 x 75 Pixels; 954 x 300 pixels

Medium Rectangle

12 months | **\$1,995**

- Home page ONLY
- 300 x 200 pixels
- 1 spot, 3 rotations

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

GACS Today quarterly magazine Membership Directory

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Georgia Association of Convenience Stores 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.

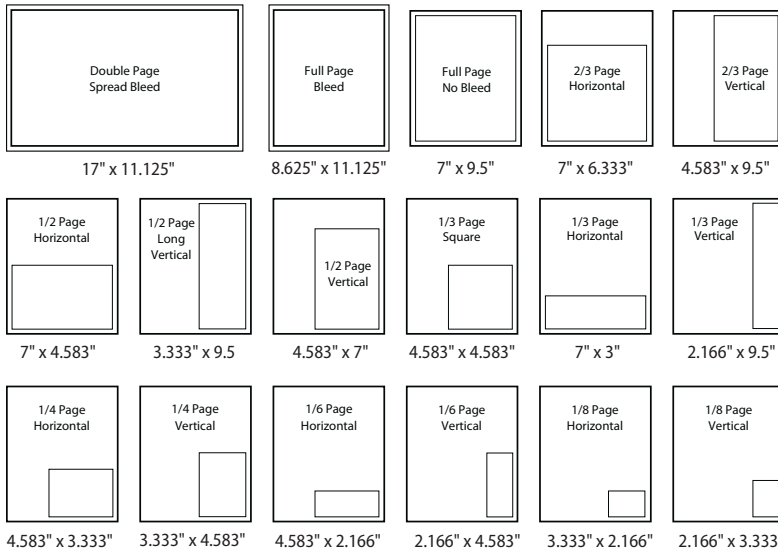
A One ATM	Home Folks Wholesale Co., Inc.
A to Z Amusements, LLC	Ideal Amusements, Inc.
ADD Systems	Inter-Continental Cigar Group
Airgas National Carbonation	Island Games
Allstar, Inc.	Kellogg's
American Wholesale Refrigeration Company	Marathon Petroleum Company
AmeriGas	Meco of Atlanta
Anheuser-Busch	Metro LED Signs
Ascentium Capital	Midtown Vending, LLC
Banilla Games	Mirror Properties, LLC
Barber Equipment Co.	Pepsi Beverages Company
Betson Enterprises	Petroleum Services Group
BIC Consumer Products USA	POSA Tech, Inc.
Cardinal Xpress	Premier Manufacturing, Inc.
Charles L. Ruffin, Attorney-At-Law	Premium Distributors
Cheyenne International, LLC	Primero Games
CITGO	Renewable Energy Group
Coca-Cola Refreshments	S & ME, Inc.
ComCentral Prepaid, Inc.	S&D Coffee & Tea
CompX Security	Santa Fe Natural Tobacco Company
Core-Mark International	Save-A-Lot
CuliQuip SE	Simon Roofing
Easy CO2	Smokey Mountain Snuff
Eby-Brown	Source North American Corp.
Environmental Compliance Services	Southern Eagle Distributing, LLC
Flowers Baking Company of Villa Rica	Southern States Bank
Georgia Lottery Corporation	Stewart Candy Company
Georgia Power Company	Tripl3 eCig
Guardian Fueling Technologies	Ultra Group of Companies
Gulf Oil	United Gaming, LLC
H. T. Hackney Company	Valero Energy Corporation
	Vaporz X

**will update before posting

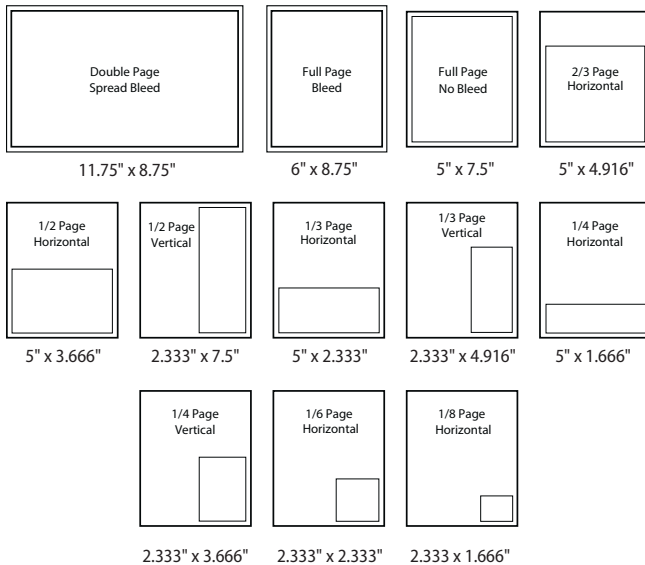
GACS Today quarterly magazine Membership Directory

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Roster Trim Size: 5.75" x 8.5"



Specs for Outsert/Inserts

Magazine

1 Pg / 1 Surface 8.375" x 10.875"
2 Pg / 4 Surface 8.375" x 10.875"
Heavy Card Stock Insert 8.25" x 10.75"

Roster

1 Pg / 2 Surface 5.75" x 8.5"
3 Pg / 6 Surface 5.75" x 8.5"
Postcards 6" x 4.25"

Postal flyersheets 5.75" x 8.5"
Heavy Card Stock Insert 5.25" x 8.25"

Production Services

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Magazine:

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Roster:

DPS Live Area: 10.75" x 7.5"
Full Page Live Area: 5" x 7.5"

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

GACS Today quarterly magazine Membership Directory

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 = \$** _____

Initial: _____ **Date:** _____

GACS Today quarterly magazine

Direct-Mail and Belly Band Opportunities

Catch readers' attention by placing a flier, brochure or postcard inside the clear bag in which *GACS Today* is mailed. Guarantee your message gets exposure with a direct-mail piece shipped with the publication. Or, ensure readers interact with your message by wrapping it around *GACS Today* with a belly band. This exclusive position is only sold to one advertiser. Readers must detach the full-color belly band to access the publication, positioning your ad to be noticed.

In addition to the printed version, we can attach your direct-mail piece to the digital publication for a nominal fee – simply supply the digital file of the ad in high-resolution PDF format. Additional charges apply to animated ads.



Sample Belly Band

Net Rates*

Surfaces	Print Distribution Only	Digital Distribution Only	Print & Digital Distribution
Belly Band	<input type="checkbox"/> \$4,299.50	N/A	N/A
1 Page (2 Surfaces)	<input type="checkbox"/> \$1,139.50	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1,289.50
2 Pages (4 Surfaces)**	<input type="checkbox"/> \$1,349.50	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,559.50
Postcard	<input type="checkbox"/> \$1,139.50	<input type="checkbox"/> \$300	<input type="checkbox"/> \$1,289.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the belly band are furnished by the advertiser.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3 Pages (6 Surfaces) or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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-Q0318)

Please sign and return to:



Georgia Association of Convenience Stores

Membership Directory and Resource Guide



Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which the *Membership Directory and Resource Guide* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around the *Membership Directory and Resource Guide* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-color ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

Net Rates*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$3,399.50
1 page (2 Surfaces)	<input type="checkbox"/> \$979.50
2 pages (4 Surfaces)**	<input type="checkbox"/> \$1,199.50
Postcard	<input type="checkbox"/> \$979.50

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply. All pieces except the belly band are furnished by advertiser.

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**3 Pages (6 Surfaces) or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

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Please sign and return to:



GACS Today quarterly magazine

Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All display positions are exclusive and will be awarded on a first-come, first-served basis.*

1. Select from the following options:

- Sponsorship** | \$800
- Skyscraper** | \$800
- Leaderboard** | \$700
- Toolbar** | \$500
- Ad "Jolt" Upgrade** | \$300

All rates are per insertion. Invoices are issued upon publication.

2. Choose the issue(s) in which you would like your ad to run:

- Fall 2018 (GCS-Q0318)
- Winter 2018 (GCS-Q0418)
- Spring 2019 (GCS-Q0119)
- Summer 2018 (GCS-Q0219)

3. Total your order: \$ _____ (Ad Price) x _____ (Number of Issues) = \$ _____ **TOTAL PRICE**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be prorated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (GCS-Q0318)

Please sign and return to:



GACS Today quarterly magazine Membership Directory and Resource Guide

GACS Bundled Packages

GACS offers bundled packages to fit your marketing needs. Whether you need to connect with GACS members in print or online, our packages offer the solutions for you to receive repeat advertising opportunities throughout the year while saving on your marketing costs. Please select from the following options and return the completed billing form to your Naylor account executive.

Package A | \$7,169

- Full-page, full-color ad in the next four issues of *GACS Today*
- Full-page, full-color ad in the annual *Membership Directory and Resource Guide*

Package B | \$4,149

- 1/2-page, full-color ad in the next four issues of *GACS Today*
- 1/2-page, full-color ad in the annual *Membership Directory and Resource Guide*

Package A

Net Price: \$9,637.50

Annual Savings: \$2,468.50

Package Price: \$7,169

Package B

Net Price: \$5,567.50

Annual Savings: \$1,418.50

Package Price: \$4,149

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

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Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS

Georgia Association of Convenience Stores

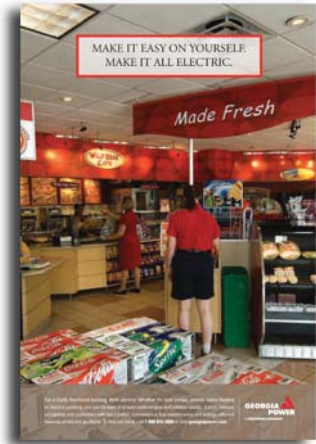
Membership Directory and Resource Guide

Full-Color Tab Special

Georgia Association of Convenience Stores members are presidents, general managers, owners and operators of the premier convenience stores throughout Georgia. This opportunity is an excellent way to showcase your company in full color to the people with whom you want to do business throughout the year. Space is limited, so complete the form below and return it to your Naylor account executive reserve your spot today!

Please select from the following options:

- | | |
|--|--|
| <input type="checkbox"/> Tab 1A: \$2,669.50 | <input type="checkbox"/> Tab 1B: \$2,669.50 |
| <input type="checkbox"/> Tab 2A: \$2,669.50 | <input type="checkbox"/> Tab 2B: \$2,669.50 |
| <input type="checkbox"/> Tab 3A: \$2,669.50 | <input type="checkbox"/> Tab 3B: \$2,669.50 |
| <input type="checkbox"/> Tab 4A: \$2,669.50 | <input type="checkbox"/> Tab 4B: \$2,669.50 |
| <input type="checkbox"/> Tab 5A: \$2,669.50 | <input type="checkbox"/> Tab 5B: \$2,669.50 |



Sample

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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-R0018)

Please sign and return to:



Georgia Association of Convenience Stores

Membership Directory and Resource Guide

Products & Services Listings

Enhance your visibility in the *Membership Directory and Resource Guide* by adding your company's logo, description or both to our Products & Services Listings section. Each listing will be listed under one category of your choice in the Index to Advertisers. To participate, please choose from the options below, and return this signed form to your Naylor account representative.

Please select from the following options:

Platinum Package: \$409.50

Includes:

Company Profile: 100 words or fewer

Full-color logo

One category listing

Gold Package: \$309.50

Includes:

Company Profile: 100 words or fewer

Black-and-white logo

One category listing

Silver Package: \$199.50

Includes:

Company Profile: 100 words or fewer

One category listing

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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-R0018)

Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS

Georgia Association of Convenience Stores

Membership Directory and Resource Guide



Members Only: Listing Enhancement Opportunity

Increase your company's visibility by placing your company logo above your membership listing in the Associate Member section of the directory. This cost-effective marketing opportunity will not only show your support for the association, but will also help increase your exposure to other GACS members. Complete the form below and return it to your Naylor account executive today to take advantage of this opportunity.

Please select from the following options:

- Full-color logo: **\$189.50**
- Black-and-white logo: **\$139.50**



Sample

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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-R0018)

Please sign and return to:



GACS Website

Website Branding Opportunities

To target **leaders in Georgia's \$5 billion convenience store industry** and be included on the GACS website, please select from the options below, then return this completed form to your Naylor account executive.

Advertisers will receive campaign performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

Curtain Ad

12 Months | **\$2,205**

Medium Rectangle Banner

12 Months | **\$1,995**

All advertisers will receive an invoice for the total amount, due upon activation. When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months. All other companies will be renewed on a first-come, first-served basis.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of this contract. (GCS-W0018)

Please sign and return to:



Georgia Association of Convenience Stores