

2023 MEDIA KIT



Convenience DISTRIBUTION[®]

CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

Connecting the Core of the U.S. Supply Chain

Convenience stores

Independent drug & grocery

Tobacco outlets

Gift shops

Micro-markets

Vending

Institutional

Hospitality

The Convenience Distribution Association (CDA) is the only association representing the interests of convenience products distributors in the United States. CDA member distributors are the vital link to manufacturers and suppliers in a \$102 billion dollar industry.

CDA's published products include:



**Convenience
Distribution[®]**
magazine



**Convenience
Distribution[®] News**
CDA's weekly
e-newsletter



cdaweb.net

All products are provided to CDA members who are distributors, manufacturers, suppliers, brokers and those allied to the industry.

2023 EDITORIAL CALENDAR



Convenience DISTRIBUTION®

CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

Submit Company News & Product Releases to *Convenience Distribution*®

To be included in the weekly e-newsletter and CDA website.

SEND PRODUCT NEWS TO: products@cdaweb.net

SEND NEWS ITEMS TO: news@cdaweb.net

	ISSUE 1	ISSUE 2
Issue Date	02/06/2023	08/21/2023
Ad Contract Deadline	12/16/2022	06/26/2023
Ad Copy Deadline	01/06/2023	07/21/2023
Features	Chair Profile CDA Hall of Fame 2023 Industry Outlook Tobacco Candy/Snacks Foodservice Operations CDA in Action Industry Beat Industry Calendar Government Update Other	Dean of the Industry CDA Marketplace Coverage Future of Convenience Tobacco Candy/Snacks Foodservice Operations CDA in Action Industry Beat Industry Calendar Government Update Other
Bonus Distribution	CDA Marketplace 2023, CDA Day on the Hill 2023, CDBX 2023	

Disclaimer: CDA does not endorse any product or service that is advertised in CDA magazines or newsletters, displayed at CDA trade shows, or otherwise promoted by CDA members. CDA shall not be liable for any purchase of, use by, or claim relating to any advertised product.

2023 CDA PROFILE



As a non-profit publication, every dollar in advertising revenue is put directly into research, writing and editing to deliver ideas and information to further grow the industry and business of our members—the wholesale distributors of:

- Candy
 - Snacks
 - Foodservice
 - Tobacco and tobacco related products
 - Beverage
 - General merchandise
 - HBC
 - And other products
- to a variety of retail formats.

Convenience Distribution® Subscribers

- 2,500 print subscribers per issue, in addition to digital access to CDA members at cdaweb.net
- Over 1,400 weekly recipients of *Convenience Distribution® News*
- Executive and management associates from the top convenience products distribution companies in the U.S.
- Readers include personnel from such industry leaders as Core-Mark, McLane, Eby-Brown and H.T. Hackney, among hundreds of others from national operators to smaller regional and local distributors.

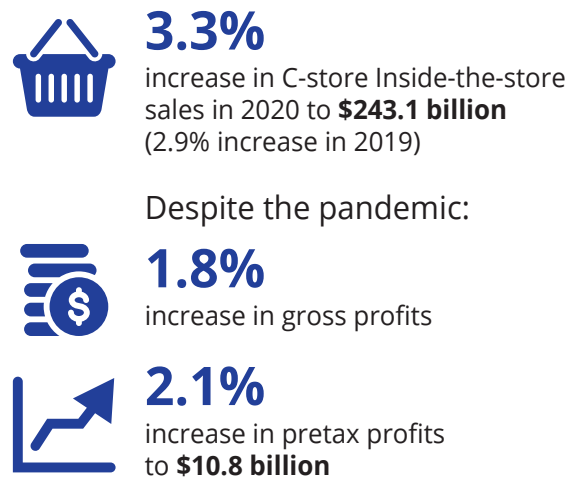


CDA Member Snapshot



Source: 2017 CDA Economic Impact Report

C-stores Poised for Future Success



Source: Convenience Store News Industry Report, published June 2021

2023 ADVERTISING RATES



General Information

Terms: Net amount due 30 days from billing date.

Ad Agency/Art Discount: For recognized agencies on camera-ready copy only, 15% on space, color, bleed and preferred positions. Discount payable only if payment is received within 30 days of invoice date. Production charges are non-discounted. Discount does not apply to digital ads.

Frequency Discounts: Frequency discounts are earned on placements made within a 12-month period. Contract advertisers will be short-rated if the number of ads upon which the rate was based are not placed within a 12-month period. Advertisers who have used sufficient space within a 12-month period to earn a lower rate will be given credit from the date of the first insertion. Rates are protected for the life of the contract only.

Cancellation Policy: Covers and special positions are noncancelable. No cancellations will be accepted after the space reservation deadline for the issue in question. Advertisers will be billed the full cost of the advertisement for space reserved when no artwork or instructions are received prior to the artwork deadline. Cancellations MUST be made in writing.

Publisher's Policies

All advertising is subject to acceptance by publisher. Advertising copy not easily distinguishable from editorial must be labeled "advertisement." Advertisers and their agencies assume liability for all content of their advertisements and inserts and agree to indemnify the publisher for all claims and lawsuits arising therefrom. Publisher is not liable for delays in delivery and/or nondelivery in the event of any condition beyond the control of publisher affecting production or delivery in any manner.

Cancellations and/or changes cannot be accepted after the space deadline date. Covers and special positioning are noncancelable. Rebates will not be issued for errors resulting from booth changes, late copy changes, advertiser's failure to follow dimension specifications or incorrect file preparation. Publisher does not guarantee changes or corrections on copy received after the closing date.

For scheduled contracts, if no copy instructions are received by the closing date, previous advertisement will run. All pubset copy must be received 45 days prior to issue date.

Advertising orders are accepted on the basis that the advertiser and the advertising agency are jointly and severally liable for payment of space ordered and published. The publisher reserves the right to hold the advertiser directly responsible for any and all expenses incurred on the advertiser's behalf by its representatives. This includes all space, color, position and mechanical charges.

Finally, the publisher will not be bound by any conditions, printed or otherwise, which appear on orders or copy instructions submitted by or on behalf of the advertiser, when such conditions conflict with any provisions contained in this rate card. All insertion order agreements issued by the publisher are subject to the terms contained in this rate card.

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Rates are effective January 1–December 31, 2023

Space Rates	1X	2X
Spread (2 pages)	\$7,185	\$5,633
Full page	\$4,120	\$3,242
2/3 page	\$3,584	\$2,822
1/2 page island/horiz/vert	\$2,948	\$2,320
1/3 page square/vert	\$2,184	\$1,719
1/4 page vert	\$1,816	\$1,428
Cover Rates	1X	2X
Cover 2 (inside front)	\$4,807	\$3,793
Cover 3 (inside back)	\$4,758	\$3,729
Cover 4 (back cover)	\$5,236	\$4,118
Special Placements	1X	2X
2/2 insert, 1 sheet (advertiser supplied)	\$5,768	\$4,540

CDAweb.net— CDA's Online Home	1 month	3 month	6 months
Home page banner: 840 x 100	\$1,250	\$2,750	\$5,000
Home page banner: 280 x 200	\$1,000	\$2,500	\$4,500
Sub page banner: 280 x 200	\$750	\$2,000	\$4,000

Convenience Distribution [®] News	1 week (1 issue)	1 month (up to 5 issues)	3 months (up to 15 issues)
Center banner— between stories: 560 x 100	\$225	\$750	\$1,950

ADDED VALUE—Convenience Distribution [®] News			
Showcase banner— side bar: 280 x 200	Complimentary for the Full Advertiser Program—January 1–December 31, 2023		

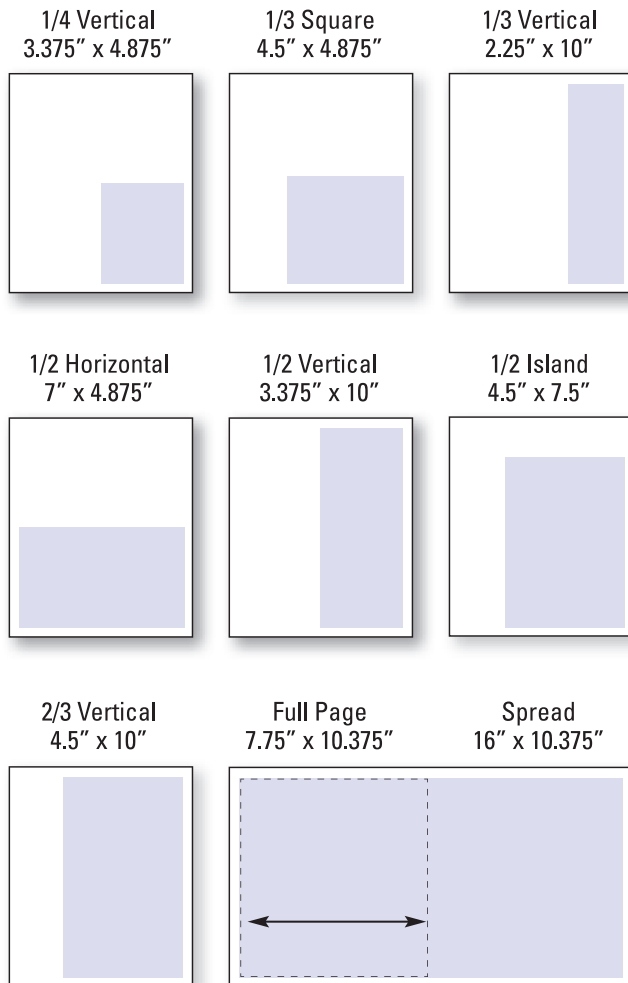
2023 ADVERTISING SPECIFICATIONS



Convenience DISTRIBUTION®

CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

Advertisement Sizes



Production and Specification Information

Advertisement Sizes	Dimensions
Safety area	7.75" x 10.375"
Trim size full page	8.25" x 10.875"
Trim size two-page spread	16.5" x 10.875"
Bleed sizes	No charge for bleeds
Full page with bleed	8.5" x 11.125"*
Two-page spread with bleed	16.75" x 11.125"*

* **IMPORTANT:** Make sure to supply sufficient bleed. Due to machine tolerances, printer's marks should be offset at 0.125" to minimize likelihood of showing in final production. A spread should be facing pages but submitted as a single page PDF file. Bleed allowance is only needed on the four outer edges.

Printing

Convenience Distribution® is printed web-offset and is saddle stitched.

Acceptable Materials

Digital ads, listed here in order of preference:

- Adobe Acrobat PDF files preferred (embed fonts, hi-res, 300 dpi, CMYK)
- Adobe Illustrator EPS/AI files (convert all text to outlines)
- TIFF files (hi-res, 300 dpi, CMYK)
- Adobe InDesign files (zipped with all fonts and linked graphics, CMYK) accepted for Mac

Supported Software Versions for Mac

- Adobe Acrobat press PDFs in versions up to XI v.11
- Adobe Illustrator EPS/AI created in versions up to and including CC (convert all text to outlines)
- Adobe InDesign CC (include all fonts and linked graphics)

2023 ADVERTISING SPECIFICATIONS (CONT.)



Proofs

For digital ads in color, an acceptable SWOP standard press proof should be supplied, such as a Kodak Approval proof made from the files provided. Any other type of proof supplied (i.e. laser, inkjet or other color copy) is not acceptable for color, only for content. Without an advertiser-supplied SWOP proof, the press will run to SWOP standards, and **Convenience Distribution**® will not be responsible for matching color. SWOP standard proofs can be made from the ad file supplied for a charge of \$75.

Advertisement Storage

Ads are stored for 12 months from the date of the last insertion unless otherwise specified. Without further instructions, materials will be destroyed.

Original Artwork

Production charges will apply. Call Jenn Finn at 703-208-1649 for pricing estimates.

Insert Requirements

PRINTED SIZE OF INSERT

8.5" x 11.125"

Must allow for 0.125" trim/grind off on all sides; insert will trim down to issue size of 8.25" x 10.875". Keep all live matter 0.25" from trim edges for safety.

PAPER WEIGHT

80 lb. text weight preferred; 60 lb. text minimum; 100 lb. text maximum; furnished completed, printed and ready for binding.

ADDITIONAL CHARGES WHICH MAY APPLY

Tip-in charge—\$750

INSERT TERMS & SHIPPING

Inserts are charged by the sheet, rather than the page. Space cost is the same regardless whether sheet is printed on one or both sides. Call **Convenience Distribution**® at 703-208-1649 for shipping instructions and quantities. All inserts must arrive at least three weeks prior to issue date.

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Convenience Distribution Association

11250 Roger Bacon Drive, Unit 8 | Reston, VA 20190
P: (703) 208-3358 | F: (703) 573-5738 | www.cdaweb.net

Lisa White
Editor
(847) 639-3672
lisaw@cdaweb.net

Jenn Finn
Director of Member Engagement, Marketing and Sales
(703) 208-1649
jennf@cdaweb.net