



# 2022 MEDIA KIT



## Convenience DISTRIBUTION<sup>®</sup> 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<sup>®</sup>**  
magazine



**Convenience Distribution<sup>®</sup> 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.

# 2022 EDITORIAL CALENDAR



## Submit Company News & Product Releases to *Convenience Distribution*<sup>®</sup>

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

SEND PRODUCT NEWS TO: [products@cdaweb.net](mailto:products@cdaweb.net)

SEND NEWS ITEMS TO: [news@cdaweb.net](mailto:news@cdaweb.net)

|                                            | QUARTER I<br>2022 Industry Outlook<br>Issue                                                                                      | QUARTER II<br>Candy & Snack<br>Channel Sales Trends<br>Issue       | QUARTER III<br>Distributor & Retailer<br>Relationships That<br>Drive Sales Issue | QUARTER IV<br>CDA Annual Report<br>Issue |
|--------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------------------|------------------------------------------|
| <b>Issue Date</b>                          | 01/21/2022                                                                                                                       | 05/02/2022                                                         | 08/22/2022                                                                       | 11/14/2022                               |
| <b>Ad Deadline</b>                         | 12/13/2021                                                                                                                       | 03/31/2022                                                         | 07/21/2022                                                                       | 10/13/2022                               |
| <b>Ad Copy Due</b>                         | 12/27/2021                                                                                                                       | 04/07/2022                                                         | 07/28/2022                                                                       | 10/20/2022                               |
| <b>Features</b>                            | Chair Profile<br>CDA Hall of Fame<br>2022 Industry Outlook                                                                       | Candy & Snacks<br>Category Management<br>CDA Marketplace<br>Report | Labor Shortage<br>Wholesaler Value<br>Dean of the Industry                       | CDA Annual Report<br>CDBX Report         |
| <b>Standards</b>                           | Message from the President & Chair, CDA in Action, Industry Beat, Industry Calendar, CDA Profit Improvement, InfoMetrics reports |                                                                    |                                                                                  |                                          |
| <b>Legislative &amp; Regulatory Report</b> | Federal, state and local activity impacting distributor business lines and operations                                            |                                                                    |                                                                                  |                                          |
| <b>Education</b>                           | Member Education                                                                                                                 |                                                                    |                                                                                  |                                          |
| <b>Tobacco</b>                             | Cigarettes                                                                                                                       | Cigars                                                             | E-Cig & Vape                                                                     | OTP, RYO & MYO                           |
| <b>Candy/ Snacks</b>                       | Seasonal/Novelty                                                                                                                 | Gums & Mints                                                       | Salty Snacks                                                                     | Chocolate                                |
| <b>Foodservice</b>                         | Meals/Bundles                                                                                                                    | Fresh & Healthy                                                    | Sandwiches                                                                       | Coffee Programs                          |
| <b>Other</b>                               | Warehouse Technology                                                                                                             | CBD                                                                | General Merchandise                                                              | Warehouse Innovations                    |
| <b>Operations</b>                          |                                                                                                                                  | Software                                                           | Cargo Theft                                                                      |                                          |
| <b>Bonus Distribution</b>                  | CDA Marketplace 2022                                                                                                             | CDA Day on the Hill 2022<br>NCA Sweets & Snacks<br>Expo 2022       | CDBX 2022<br>NACS Show 2022                                                      |                                          |

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.

# 2022 CDA PROFILE

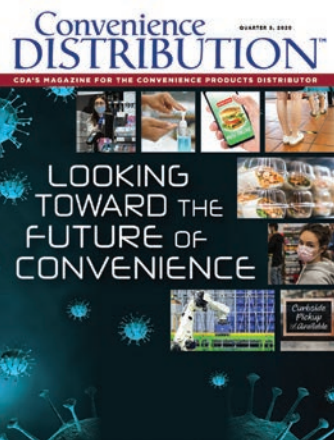


As a non-profit publication, every dollar in advertising revenue is put directly into research, writing and editing to deliver ideas and information to further grow the industry and business of our members—the wholesale distributors of:

- 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.

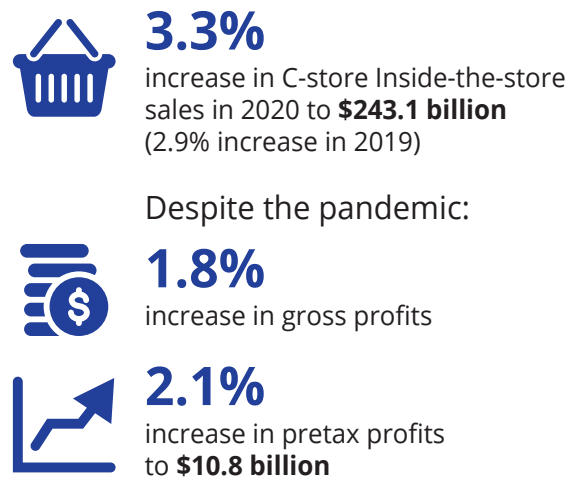


## CDA Member Snapshot



Source: 2017 CDA Economic Impact Report

## C-stores Poised for Future Success



Source: Convenience Store News Industry Report, published June 2021

# 2022 ADVERTISING RATES



## General Information

**Preferred Positions:** 15% surcharge for facing pages and 10% surcharge for guaranteed positions.

**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 both 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.

## Convenience DISTRIBUTION<sup>®</sup>

CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

Rates are effective January 1–December 31, 2022

| Space Rates                                            | 1X                                                                           | 2X                             | 4X                               |
|--------------------------------------------------------|------------------------------------------------------------------------------|--------------------------------|----------------------------------|
| Spread (2 pages)                                       | \$7,185                                                                      | \$5,633                        | \$4,790                          |
| Full page                                              | \$4,120                                                                      | \$3,242                        | \$2,845                          |
| 2/3 page                                               | \$3,584                                                                      | \$2,822                        | \$2,475                          |
| 1/2 page island/horiz/<br>vert                         | \$2,948                                                                      | \$2,320                        | \$2,036                          |
| 1/3 page square/vert                                   | \$2,184                                                                      | \$1,719                        | \$1,508                          |
| 1/4 page vert                                          | \$1,816                                                                      | \$1,428                        | \$1,252                          |
| Cover Rates                                            | 1X                                                                           | 2X                             | 4X                               |
| Cover 2 (inside front)                                 | \$4,807                                                                      | \$3,793                        | \$3,329                          |
| Cover 3 (inside back)                                  | \$4,758                                                                      | \$3,729                        | \$3,272                          |
| Cover 4 (back cover)                                   | \$5,236                                                                      | \$4,118                        | \$3,613                          |
| Special Placements                                     | 1X                                                                           | 2X                             | 4X                               |
| 2/2 insert, 1 sheet<br>(advertiser supplied)           | \$5,768                                                                      | \$4,540                        | \$3,984                          |
| CDAweb.net—<br>CDA's Online Home                       | 1 month                                                                      | 3 month                        | 6 months                         |
| Home page banner:<br>840 x 100                         | \$1,250                                                                      | \$2,750                        | \$5,000                          |
| Home page banner:<br>280 x 200                         | \$1,000                                                                      | \$2,500                        | \$4,500                          |
| Sub page banner:<br>280 x 200                          | \$750                                                                        | \$2,000                        | \$4,000                          |
| Convenience<br>Distribution <sup>®</sup> News          | 1 week<br>(1 issue)                                                          | 1 month<br>(up to<br>5 issues) | 3 months<br>(up to<br>15 issues) |
| Center banner—<br>between stories:<br>560 x 100        | \$225                                                                        | \$750                          | \$1,950                          |
| ADDED VALUE—Convenience Distribution <sup>®</sup> News |                                                                              |                                |                                  |
| Showcase banner—<br>side bar: 280 x 200                | Complimentary for the Full Advertiser<br>Program—January 1–December 31, 2022 |                                |                                  |

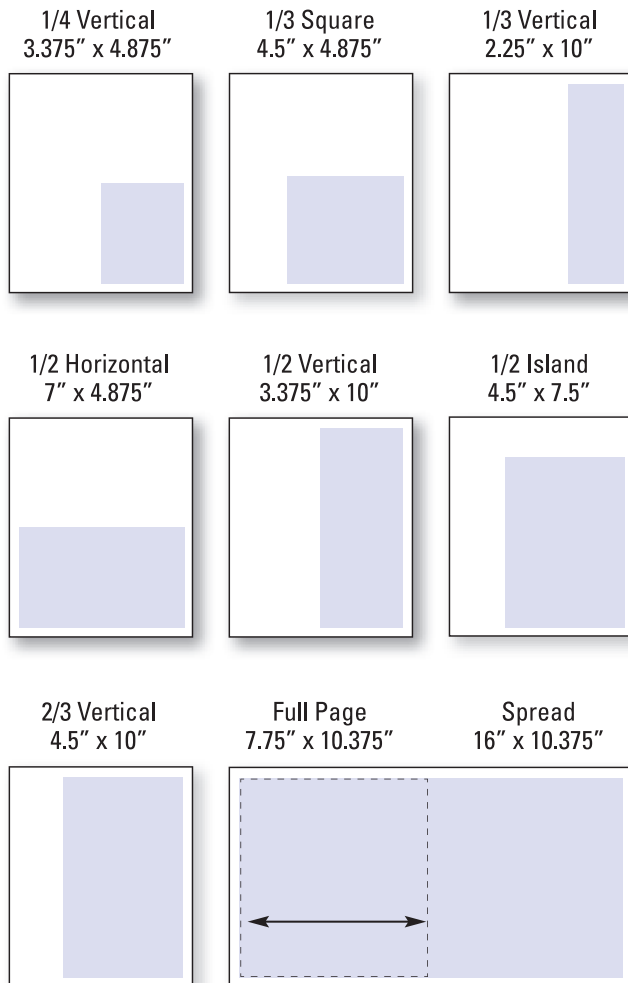
# 2022 ADVERTISING SPECIFICATIONS



## 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 perfect-bound.

### 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)

# 2022 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 Shane Boyle at 703-208-1649 for pricing estimates.

## Insert Requirements

### PRINTED SIZE OF INSERT

8.5" x 11.125"

Must allow for .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.

Convenience  
**DISTRIBUTION**  
CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

*Convenience  
Distribution®*  
is published by



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