

# 2021 MEDIA KIT

# Convenience DISTRIBUTION™

## CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR



# Your Connection to the Wholesale Distributors of Convenience Products

The Convenience Distribution Association (CDA) is the only association serving and representing the interests of convenience products distributors in the United States: the segment at the core of the supply chain.

CDA's published products include:

- **Convenience Distribution™** magazine
- **Convenience Distribution™ News**, CDA's weekly e-newsletter
- **cdaweb.net**

All of our products are provided as a member-only benefit to CDA member distributors, manufacturers, suppliers and brokers.

CDA member distributors are the vital link between manufacturers and retailers with combined sales of more than \$102 billion annually. C-stores represent the largest portion of our members' customer base, but members also sell into a variety of other formats, including independent drug & grocery, tobacco outlets, gift shops, micro-markets, vending, institutional and hospitality.



# 2021 EDITORIAL CALENDAR



*Written and Produced by and for  
Convenience Products Wholesale Distributors*

Each issue of **Convenience Distribution™** includes the following regular columns—Chair's Message, President's Message, CDA in Action, Industry Beat, and Industry Calendar—along with the quarterly CDA Profit Improvement and CDA InfoMetrics reports.

## Submitting Your Company News to Convenience Distribution™

We welcome your company or organization news and press releases. Industry news appears in our weekly e-newsletter **Convenience Distribution™ News**, on [cdaweb.net](http://cdaweb.net) and in **Convenience Distribution™**.

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

## Submitting Your Product Releases and News to Convenience Distribution™

We also welcome your product releases, updates and news. Product News appears in our weekly e-newsletter **Convenience Distribution™ News** and on [cdaweb.net](http://cdaweb.net).

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

	QUARTER I 2021 Industry Outlook Issue	QUARTER II Candy & Snack Channel Sales Trends Issue	QUARTER III Distributor & Retailer Relationships That Drive Sales Issue	QUARTER IV CDA Annual Report Issue
Issue Date	01/25/2021	04/19/2021	08/23/2021	11/22/2021
Ad Deadline	12/24/2020	03/26/2021	07/30/2021	10/29/2021
Ad Copy Due	01/08/2021	04/02/2021	08/06/2021	11/05/2021
Features	CDA Chairperson Profile: John Prickette CDA Hall of Fame Inductee and Dean of the Industry Honoree Profiles 2021 Industry Outlook	Candy & Snacks: Convenience Channel Sales Trends Marketplace 2021 Wrap-Up & Pictorial	Distributor & Retailer Relationships That Drive Sales CDA Dean of the Industry Honoree Profile	CDA Annual Report CDBX 2021 Wrap-Up & Pictorial
Legislative & Regulatory Report	Federal, State and Local activity impacting distributor business lines and operations	Federal, State and Local activity impacting distributor business lines and operations	Federal, State and Local activity impacting distributor business lines and operations	Federal, State and Local activity impacting distributor business lines and operations
Education	Distributor Education	Distributor Education	Distributor Education	Distributor Education
Tobacco	Cigarettes	Cigars	E-Cig & Vape	OTP, RYO & MYO
Candy & Snacks	Seasonal & Novelty Candy	Gums & Mints Packaged Sweet Goods & Cookies	Salty Snacks	Chocolate
Food Service	Food Safety	Grab 'N Go	Pizza	Packaged Beverages
Other Categories		Nutritional Products	CBD	
Operations	Distributor Software—Sales	Warehouse Sanitation & Safety	AI in the Warehouse & Beyond	Managing Energy Use in the Warehouse & On The Road
Bonus Distribution	Convenience Distribution Marketplace 2021	NCA Sweets & Snacks Expo 2021 CDA Day on the Hill 2021	CDBX 2021 NACS Show 2021	

**Convenience Distribution™**  
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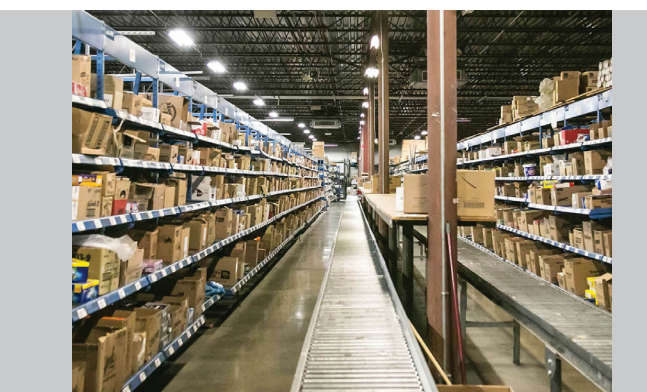
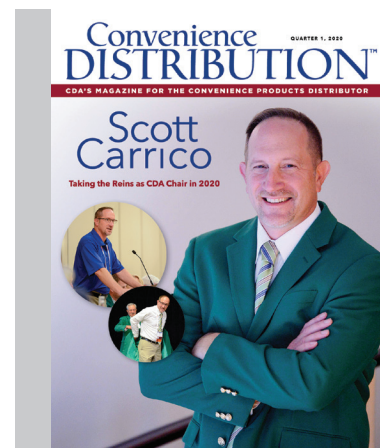
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# 2021 ADVERTISING PROGRAMS



## Written and Produced by and for Distributors

*Convenience Distribution*™ is published by and for wholesale distributors of convenience products: provided as a member benefit in print upon request, and in digital format for members only at [cdaweb.net](http://cdaweb.net). As a non-profit publication, every dollar in advertising revenue is put right back into research, writing and editing to bring members ideas and information to further the industry and grow the business of all our members.



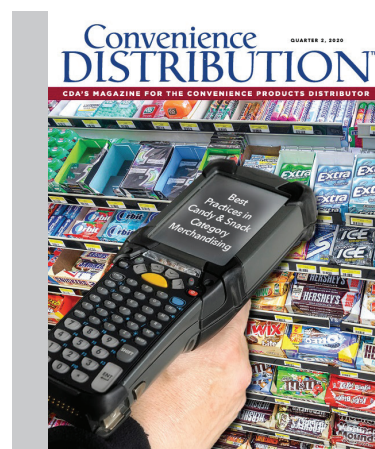
## Convenience Distribution™ Readers

- The wholesale distributors of candy, snacks, food service, tobacco and tobacco related products, beverage, general merchandise, HBC and other products to a variety of retail formats
- 2,350+ print subscribers per issue, in addition to digital access to CDA members at [cdaweb.net](http://cdaweb.net)
- More than 1,400 weekly recipients of *Convenience Distribution*™ News
- Executive and management associates from ALL of the top 100 convenience products distribution companies in the U.S. are among our readers.
- 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.



## Multimedia Reach in Every Ad Buy

*Convenience Distribution*™ provides direct reach to convenience products distributors across all formats with a single ad buy. All advertisers receive a linked ad online at [cdaweb.net](http://cdaweb.net)'s **Online Magazine View**, as well as a hot-linked **Showcase Banner** on our weekly e-newsletter *Convenience Distribution*™ News.



Advertising  
Contact

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CDA'S MAGAZINE FOR THE CONVENIENCE PRODUCTS DISTRIBUTOR

CDA member companies receive a 5% discount off all rates, and member companies participating in CDA events of Marketplace/CDBX receive a 10% discount off all rates. CDA event sponsors receive discounts ranging from 15–25%, depending upon sponsor level—call for details. All rates are full color.

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/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 (advertiser supplied)	\$5,768	\$4,540	\$3,984
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
Showcase banner—side bar: 280 x 200	Free and part of all full program advertiser programs	Free and part of all full program advertiser programs	Free and part of all full program advertiser programs

## General Information

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

**Terms:** Net amount due 30 days from billing date.

**Agency Commission:** For recognized agencies on camera-ready copy only, 15% on space, color, bleed and preferred positions. Commission payable only if payment is received within 30 days of invoice date. Production charges are non-commissionable.

**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 non-cancelable. 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.

**Ad Specifications:** Full ad specifications are found at [www.cdaweb.net/Resources/Magazine](http://www.cdaweb.net/Resources/Magazine).

## 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 non-delivery 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 non-cancelable. 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.