

online marketing for 24/7 access

CSNews.com Audience

Unique Visitors/mo. **63,184**
Avg. Page Impressions/mo. **141,245**

Source: Nielsen Online SiteCensus, 52-week Rolling Average, July 20, 2009

CSNews Newsletter addresses: **22,744**

Unique, unduplicated, emails for all five CSNews emailed newsletters.

Source: Publisher's own data.

Convenience Store News Online

The industry's most accessed online news resource, CSNews.com brings breaking news, new product information, industry research and more to its readers 24/7.

- We continuously enhance industry content, based on retailer insights and feedback.
- Content is updated throughout the day with breaking news.
- A robust "New Products" section gives retailers the latest information and reviews.
- Category Management insights help retailers with beverages, tobacco, malt beverages, confections and more.
- Petroleum Marketing, Retail Technology and Foodservice trends keep retailers informed.
- Website use is encouraged throughout *Convenience Store News* magazine with links to more info about a topic on CSNews.com.

home page

Banner ad campaigns are a simple, cost-effective way to increase brand awareness and drive traffic to your site. Attention-grabbing Rich Media ads are options for added impact. Three positions are available; each can rotate with up to 6 advertisers:



POSITIONS	VISIBILITY	RATE ¹
LEADERBOARD	RUN OF SITE	\$3,883/mo.
MEDIUM RECTANGLE	HOME PAGE ONLY	3,236/mo.
VERTICAL	HOME PAGE ONLY	1,942/mo.

AD SPECS

LEADERBOARD	728 x 90 pixels, 25K max. file size
MEDIUM RECTANGLE	300 x 250 pixels, 25K max. file size
VERTICAL	120 x 240 pixels, 25K max. file size

Send creative to: adcreative@nielsen.com

section/category sponsorship

Align your message with quality editorial to enhance your brand, build credibility and reach targeted, receptive retailers. Sections include:

- Daily News
- Retail Technology
- Petroleum
- Category Management
- New Products
- Foodservice
- Real Estate

SPONSORSHIP	RATE ¹
DAILY NEWS	\$4,411/mo.
ALL OTHERS	\$3,235/mo.

To reach a more defined audience, sponsor one of our Category Management subsections:

- Tobacco
- Confections & Snacks
- Packaged Beverages
- Malt Beverages

SUBCATEGORY RATE **\$1,765/mo.¹**



Sponsors receive the medium rectangle ad unit that runs through all pages of the sponsored section.

¹All rates GROSS: Agency discount of 15% applicable

new products showcase

Your product photo and name stand out on neatly organized pages tabbed by category (*Candy, Snacks, Beverages, Foodservice, Tobacco, Equipment, Tech/Security, General Merchandise*). The moving cursor highlights a short description of your product on a pop-up, while a click on the product brings the browser to the full description of your product. There will be a link to your website and a "Call to Action" feature that links to your email address for more information or to place an order. **And our easy to use online data entry page gives you complete control over content.**



RATES¹

3 CONSECUTIVE MONTHS	\$589
6 CONSECUTIVE MONTHS (includes 1 product/information change)	\$1,177
12 CONSECUTIVE MONTHS (includes 3 product/information changes)	\$1,765

Convenience Store News daily

This daily e-mail newsletter delivers breaking news, new products and trend articles directly to the inbox of more than 20,800 c-store professionals every business day.² It's sent only to readers who have opted-into receive it, so you can be sure your message will be part of a welcomed e-mail. The positions on the newsletter are:



POSITION	RATE ¹
LEADERBOARD	\$4,620/mo.
TOP MEDIUM RECTANGLE	3,850/mo.
MIDDLE MEDIUM RECTANGLE	3,520/mo.
BOTTOM MEDIUM RECTANGLE	3,300/mo.
IN-LINE BANNER	3,000/mo.
ANCHOR	2,640/mo.
TEXT	2,420/mo.

AD SPECS

LEADERBOARD	728 x 90 pixels, 25K max. file size
MEDIUM RECTANGLE	300 x 250 pixels, 25K max. file size
IN-LINE BANNER	468 x 60 pixels, 25K max. file size
ANCHOR	468 x 60 pixels, 25K max. file size
TEXT	230 characters

Send online creative to: adcreative@nielsen.com

customized online opportunities

custom microsite/online profit guide

Communicate useful and timely information to retailers with a custom-built microsite hosted on CSNews.com. Each microsite allows suppliers to dominate a specific product category or business topic. Your company's microsite can offer an in-depth message, focused on decision-makers, to show how your solutions answer business problems. You can supply your own content, so surround your message with expert editorial content from *Convenience Store News* and other trusted Nielsen brands.



¹All rates GROSS: Agency discount of 15% applicable
²Publisher's own data

sponsored webcasts

Sponsor a roundtable discussion with industry experts moderated by our editors or create your own content to be webcast to our targeted audience of retailers. We market your event and ensure that you capture top quality leads that can be retained, tracked and prospected. Webcasts provide a content-rich experience and give audiences real-time interaction with key industry players. Archived for on-demand viewing, webcasts can be accessed by busy execs when their schedules permit.



2010 CSNewsC@sts Schedule

JANUARY The Year Ahead – Economic Outlook and Category Sales Projections from CSNews' Exclusive Industry Forecast Study	JUNE Technology Strategies That Drive Profits
FEBRUARY Effective Front-End Merchandising Strategies	JULY Candy & Snack Best Practices
MARCH Turning Green Into Cash – Environmental Marketing and Operational Strategies that Boost the Bottom Line	AUGUST Minimizing the Risk: How to Develop a Food Safety Program
APRIL OTP Category Management Strategies That Work	SEPTEMBER FUTURE Forum 2010, An Online Conference and Expo
MAY Energizing Your Sales with Energy Products	OCTOBER How to Connect with the Hispanic Consumer
	NOVEMBER Choosing Best New Products

sponsored & custom newsletters

Communicate to our opted-in subscribers by sponsoring one of our topical e-newsletters. Or, you can also reach our valuable list through a customized e-newsletter that draws attention to your latest products. Our topical e-newsletters include:

	POSITION	RATE ¹
■ New Products Alert	LEADERBOARD	\$1,765/mo.
■ Retail Tech Trends	MEDIUM RECTANGLE	1,060/mo.
■ Foodservice Trends	ANCHOR	706/mo.
■ Hispanic Retail 360 News & Trends		



e-postcards

Our new co-branded e-postcards boost the strength of your company and message with the power of the CSNews brand. Your HTML message, with links and "email a colleague" function, is sent to 5,000 of our print subscribers that you select.

RATE	\$3,295/mo. ¹
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Firstlight ERA (editorial related advertising)

We've partnered with Firstlight to deliver your message to retailers in three powerful ways: 1) Editorial Adjacency places links to your message next to articles that are related to your products or business; 2) Search Engine Optimization places your website pages higher on the non-paid search results from Google, MSN or Yahoo; 3) Vertical Search: Your web pages are placed in a vertical search directory on CSNews.com giving retailers instant access to your information.



RATES ¹ (based on the response you want)	
UNLIMITED RESPONSE (12 mos.)	\$14,706
2,500 CLICKS	10,589
1,000 CLICKS	4,706
500 CLICKS	2,942

Plus, you get real time and monthly performance metrics.

¹All rates GROSS: Agency discount of 15% applicable