



NATIONAL
CONVENIENCE DISTRIBUTORS

VENDOR PARTNERSHIP PROGRAM 2022



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**NATIONAL CONVENIENCE DISTRIBUTORS IS EXCITED TO SHARE THE
2022 VENDOR PARTNER PROGRAM WITH YOU.**

We are committed to providing the best experience for our vendors.
In 2022 we plan to have three in-person trade shows, launch new marketing programs for our vendors and customers, and work to grow all of our businesses.

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- Monthly Insider
- Truck Advertising
- Specialty Guide

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PACKAGES

PLATINUM

TRADITIONAL

- › 12 Full pages in print promotion magazine "The Insider" (includes digital)
- › Annual cigar book one full page ad (for tobacco partners)

EXPERIENTIAL

- › Tradeshow booths — 3 live, 1 virtual
- › Brand presentation at our monthly internal Sales meeting
- › Your choice of sponsorship at tradeshow during the year (ie. lanyard for tradeshow, your logo on tradeshow bags)

DIGITAL

- › 3 web content items
- › 3 email blasts
- › Vendor partner web listing
- › 2 Vendor Partner Portal Users

\$62,500

GOLD

TRADITIONAL

- › 10 Full pages in print promotion magazine "The Insider" (includes digital)
- › Annual cigar book one full page ad (for tobacco partners)

EXPERIENTIAL

- › Tradeshow booths — 2 live, 1 virtual
- › 2 opportunities to present your brand at our sales meeting
- › Your choice of a sponsorship at tradeshow during the year (ie. lanyard for tradeshow, your logo on tradeshow bags)

DIGITAL

- › 2 web content items
- › 2 email blasts
- › Vendor partner web listing
- › 1 Vendor Partner Portal User

\$43,500

BRONZE

TRADITIONAL

- › 8 Full pages in print promotion magazine "The Insider" (includes digital)
- › Annual cigar book one full page ad (for tobacco partners)

EXPERIENTIAL

- › Tradeshow booths — 1 live, 1 virtual
- › 1 opportunity to present your brand at our sales meeting

DIGITAL

- › 1 web content item
- › 1 email blasts
- › Vendor partner web listing
- › 1 Vendor Partner Portal User

\$36,500

NCD'S PRINT ADVERTISING PORTFOLIO

- Monthly Insider
- Truck Advertising
- Specialty Guide targeting customers interested in discovering your newest programs and brands.

MONTHLY INSIDER

PRINT + DIGITAL
(12 Issues + 1 Annual Cigar Book)

- Full color gloss formatted catalog
- Monthly advertising opportunities
- Your ad will also be digital and customers can order your "hot deal" right on their phones!

LIMITED SPACE IS AVAILABLE FOR PRINT OPPORTUNITIES.

To guarantee your placement please submit the advertising opportunity form.

- <https://thencd.com/vpp/>



With a customer base of **over 15,000 customers across 13 states** and still growing, NCD has many ways to reach our customers.

MONTHLY INSIDER

2022 Specs, Dates, and Rates



Size	Live WxH (Non-Bleed)	Trim WxH	Bleed WxH	1x Rate*
Full Page	8.125" x 10.625"	8.375" x 10.875"	8.625" x 11.125"	\$2,750
Full Spread	16.50" x 10.625"	16.75" x 10.875"	17" x 11.125"	\$4,750
1/2 Page Vertical	4.0625" x 10.625"	4.125" x 10.875"	4.75" x 11.125"	\$1,400
1/2 Page Horiz.	8.125" x 5.3125"	8.375" x 5.375"	8.625" x 5.625"	\$1,400
1/2 Page Spread	16.50" x 5.3125"	16.75" x 5.375"	17" x 5.625"	\$2,500
1/4 Page	4.0625" x 5.3125"	4.1875" x 5.4375"	4.3125" x 5.625"	\$999

.25" bleed on sides | Live matter should be .125" from trim

MONTHLY CIRCULATION

- **13,000+** mailed directly to our Convenience stores, deli's, grocery stores, and chain customers across the **East Coast. {all divisions}**
- **1,500+** used as a sales & prospecting tool to potential customers
- **2,500+** additional books printed and distributed at our buying shows

FILE FORMATS

We prefer PDF files generated using PDF/X1a settings. In order to generate printable PDFs, it is important that the native file (Adobe InDesign, Photoshop) is prepared accordingly.

Preparing native files for printable PDFs:

- Set bleeds 1/4" (.25) beyond trim
- All images/scans must be in SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi resolution
- Use Postscript (Type 1) fonts only; no True Type, Windows/PC or custom fonts accepted, unless converted to outlines
- DO NOT use stylized fonts
- Embed all fonts
- All elements must be placed at 100% size
- Avoid rotation and cropping of images in layout program
- Do not nest EPS files in other EPS files
- Four-color solids should not exceed SWOP density of 280%
- Standard trim, bleed and center crop marks should be included and have a 12 point offset (no marks included in the "live" image area)

Month	Sale Dates	Ads Due	Mail Date	Extra Dist.
Jan. 2022	Dec. 26 - Jan. 29	11/15	12/18	
Feb. 2022	Jan. 30 - Feb. 26	12/20	1/20	Special Insert
Mar. 2022	Feb. 27 - Mar. 26	1/17	2/17	
Apr. 2022	Mar. 27 - Apr. 30	2/14	3/17	Trade Show*
May 2022	May 1 - May 28	3/21	4/21	
Jun. 2022	May 29 - Jun. 25	4/18	5/19	Trade Show*
Jul. 2022	Jun. 26 - Jul. 30	5/16	6/16	
Aug. 2022	July 31 - Aug. 27	6/20	7/21	
Sep. 2022	Aug. 28 - Sept. 24	7/18	8/18	
Oct. 2022	Sept. 25 - Oct. 29	8/22	9/15	Trade Show*
Nov. 2022	Oct. 30 - Nov. 26	9/19	10/20	
Dec. 2022	Nov. 27 - Dec. 31	10/17	11/17	

NCD CAN DESIGN YOUR AD

- Ask for details.

DIGITAL OPPORTUNITIES

- Web Content
- Email Blasts

NCD continues to invest in technology to support our customers', vendors' and employees' needs to enhance the sales experience.

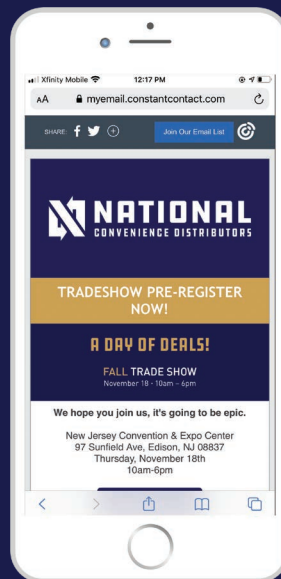
NCD offers many solutions to support ordering, product check in, reporting requirements and analysis, EDI invoicing and ACH payment transactions. NCD's sales and marketing teams are equipped with iPads. This allows them to present up-to-date information on products, programs, promotional and ranking information as well as identify top ranked item voids.



EMAIL BLASTS

Emails remain one of the most efficient and effective ways to reach people! If you're looking to improve your sales, we can directly email all of our customers and sales representatives to promote your product. Upon request we can provide you with data on how many customers have opened and read your email. We can also have live links where with a click of a button customers will be directed to your website to learn more.

- Let us help you get your product in front of the right people.



VENDOR PARTNER PORTAL ACCESS

Access our vendor partner portal to efficiently manage your program elements. This portal gives you the tools you need to submit your monthly ads for The Insider, submit new products, create web content with us, and more.

- Cost: **\$500 Per User, Per Year**
A LA CARTE PRICE

WEB CONTENT

Partner with NCD in creating web content and press for your product, brand, or company. Over 10,000 visitors go to our websites in a month! Get your products in front of these 10,000 customers! This is a simple, cost-effective way to connect with our customers. We will share the content on our social media, including LinkedIn!

- Cost: **\$1,000 Per Content Piece**
A LA CARTE PRICE

TRADE SHOW OPPORTUNITIES

➤ In-person & Virtual



**MEET CUSTOMERS
IN-PERSON**

TRADE SHOWS

National Convenience Distributors hosts 3 trade shows annually.

Combined participation at our Trade Show can include 300 plus vendors, offering the best market rates for our customers. With over 2,000 customers in attendance, this is the best opportunity to showcase innovative products and programs.

COST

➤ **\$4,000 per booth.**

A LA CARTE PRICE

Ask about our marketing bundles & Sponsorship Opportunities.

VIRTUAL TRADE SHOW

We will have a virtual trade show across all divisions in summer 2022

COST

➤ **\$1,500 per booth.**

A LA CARTE PRICE

Ask about our marketing bundles & Sponsorship Opportunities.

FLEET SPONSORSHIP

Paving the Way for Brand Engagement

91% of people notice ads mounted on the sides of trucks and can recall the ad days later, according to a recent study conducted by American Trucking Association.



TRUCKSIDE ADS ARE MOBILE BILLBOARDS

Ads wrapped around the visible sides of local delivery trucks are a powerful tool to strengthen your brand with large-format ad space located on the side of commercial vehicles.

These high-impact ads ensure brand recognition all throughout our markets.

- Delivery vehicles reach consumers at the point of purchase
- Target your customers wherever they are
- Ads are easy to view from a distance and sit above traffic to ensure maximum exposure for your message
- By advertising on multiple trucks, it is possible to reach as many people as broadcast and tradition out-of-home media

MOBILE TRUCK ADVERTISING GENERATES 2.5 TIMES MORE ATTENTION THAN A STATIC BILLBOARD!

Initial graphics included. With supplied artwork; creative services available at an additional charge. Custom programs available.

These high-impact ads ensure brand recognition all throughout our markets.

COST

➤ **\$5,500 PER TRUCK PER YEAR**

A LA CARTE PRICE

Truckside billboards have been determined to be **the most effective advertising medium** in both product sales and consumer awareness.

AS INDICATED BY POINT OF PURCHASE ADVERTISING INTERNATIONAL (POPAI)

HOW TO SIGN UP?

Click here...<https://thencd.com/vpp/>

AREAS WE SERVE

NEW ENGLAND

Rhode Island
New Hampshire
Vermont
Maine
Massachusetts

TRI-STATE

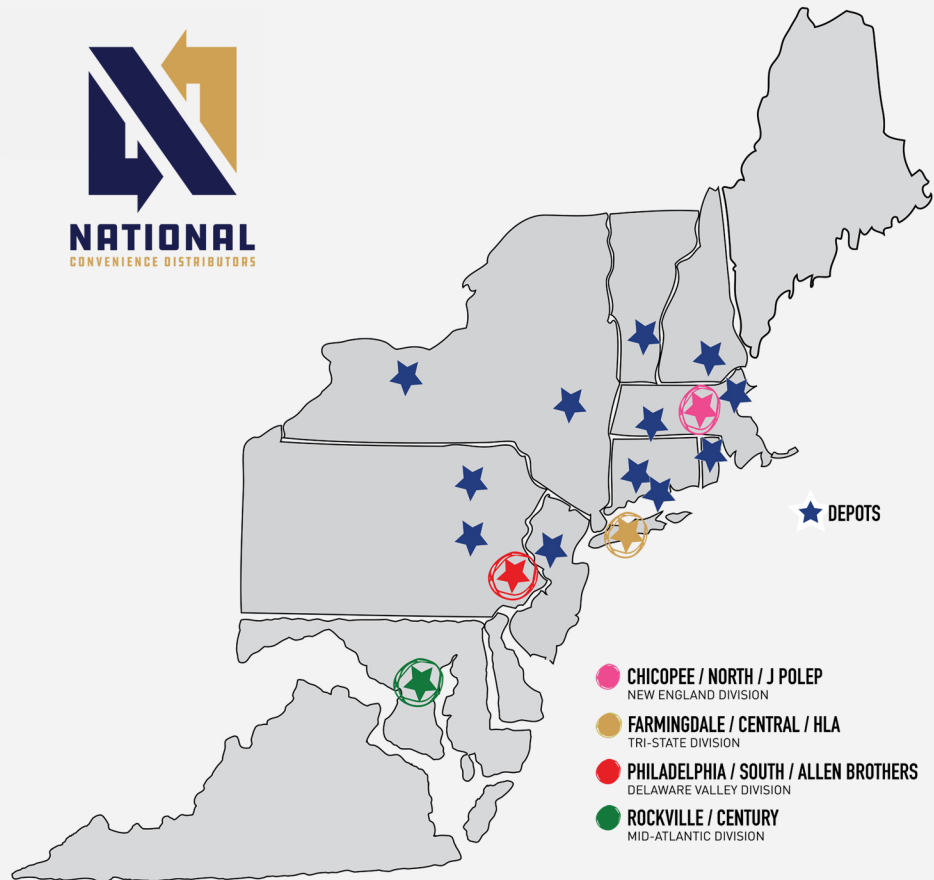
Connecticut
New York
New Jersey

MID-ATLANTIC

Maryland
Delaware
D.C.
Virginia

DELAWARE VALLEY

Pennsylvania



- ★ DEPOTS
- CHICOPEE / NORTH / J POLEP
NEW ENGLAND DIVISION
- FARMINGDALE / CENTRAL / HLA
TRI-STATE DIVISION
- PHILADELPHIA / SOUTH / ALLEN BROTHERS
DELAWARE VALLEY DIVISION
- ROCKVILLE / CENTURY
MID-ATLANTIC DIVISION



NATIONAL

CONVENIENCE DISTRIBUTORS