

||| who we are

ocg | oser
communications
group
www.oser.com

For more information
call (520) 721-1300
convenienceretailer.net

Convenience **RETAILER**

YOUR STORY ABOUT **YOUR** PRODUCTS IN THE HANDS OF **YOUR** MOST VALUED CUSTOMERS

Convenience RETAILER, a BPA audited publication, focuses on new products six times a year as they come into the marketplace. It's a retailers' first look at how to drive traffic into their stores and increase their sales at the cash register.

Convenience RETAILER is your way to extend news about your **new products**, beyond the trade show exhibit hall and into the

offices—where the **high-volume convenience store owners** and managers are placing their orders. Your sales message will reach these important buyers when they're deciding which products they're going to put on their shelves.

It's affordable and **cost-effective**. Through Convenience RETAILER, you'll reach your most important potential customers at the time that matters the most. And you'll do it at a

cost that won't break your budget.

Our tabloid format gives you ad sizes almost **TWICE** that of standard magazine format.

Don't miss out on the chance to put your message where and when it matters for a price that you can afford. Prime space in the brand-new Convenience **RETAILER**: **YOUR** story about **YOUR** products in the hands of **YOUR** most valued customers.



Convenience RETAILER
is BPA audited



|| display rates

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AD SPECS**TABLOID:**

Trim Size 10.875" x 14"
Bleed 11.125" x 14.25"

JUNIOR:

Non-Bleed 7.25" x 9.25"
Bleed 7.875" x 9.875"

1/2 Page:

Non-Bleed 9.875" x 6.375"
Bleed 11.125" x 7"

1/3 Page:

7.25" x 6.375"

1/4 Page:

4.75" x 6.375"

Product Showcase:

4.75" x 3"

**ASK ABOUT OUR
NEW PRODUCT FEATURE
SECTION!**

Convenience **RETAILER**

YOUR STORY ABOUT YOUR PRODUCTS IN THE HANDS OF YOUR MOST VALUED CUSTOMERS

Our tabloid format gives you ad sizes almost TWICE that of standard magazine format—for a fraction of what you'd pay to advertise elsewhere. Our tabloid page measures a FULL 11.125" x 14.25". All ads run in full color.

OPEN AD RATES

TABLOID: \$4,995

JUNIOR: \$3,995

1/2 Page: \$2,995

1/3 Page: \$2,495

1/4 Page: \$1,995

Product Showcase:
\$1,585

3x INSERTION RATES

TABLOID: \$3,995

JUNIOR: \$3,195

1/2 Page: \$2,395

1/3 Page: \$1,995

1/4 Page: \$1,595

Product Showcase:
\$1,265

6x INSERTION RATES

TABLOID: \$2,995

JUNIOR: \$2,395

1/2 Page: \$1,795

1/3 Page: \$1,495

1/4 Page: \$1,195

Product Showcase:
\$950

12x INSERTION RATES

TABLOID: \$2,495

JUNIOR: \$1,995

1/2 Page: \$1,495

1/3 Page: \$1,245

1/4 Page: \$995

Product Showcase:
\$795

PREMIUMS & BANNERS

See publisher for pricing and availability.

ADDED VALUE ONLINE

All print issues will be placed online and available for download during the trade shows at which they're distributed. Print issues will remain online for the following year.

ONLINE AD RATES

Online ads will be hot-linked.

Banner (728 x 90 pixels): \$3,995

Skyscraper (160 x 600 pixels): \$2,995

Button (120 x 90 pixels): \$1,955

All rates net. Price per month.



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 ||| future features

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Convenience **RETAILER**

EXTEND **YOUR NEWS** ABOUT **YOUR** NEW PRODUCTS BEYOND THE TRADE SHOW EXHIBIT HALL

Six times a year, Convenience RETAILER, a BPA audited publication, will feature interviews with key industry leaders, top news and cover the newest and most exciting products on the market.



January/February 2012

Tobacco products

Buyers Guide: e-cigs

Market Watch:

health and wellness products

March/April 2012

In-store technology

Buyers Guide:

energy drinks

Market Watch:

energy-efficient lighting

May/June 2012

The Sweeter side:

Candy and confections

Buyers Guide: gifts and souvenirs

Market Watch: meat snacks

July/August 2012

Beverages

Buyers Guide: car care products

Market Watch: gift cards and loyalty

programs

September/October 2012

Preshow coverage

of the NACS show

Buyers Guide: cigars and cigarettes

Market Watch: energy drinks and

functional beverages

November/December 2012

Post show coverage

of the NACS Show

Buyers Guide: grab and go foods

Market Watch: petroleum



||| ad sizes

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DEADLINES

Each issue closes on the 1st of the month previous. Art is due by the 5th of the previous month to the magazine issue.

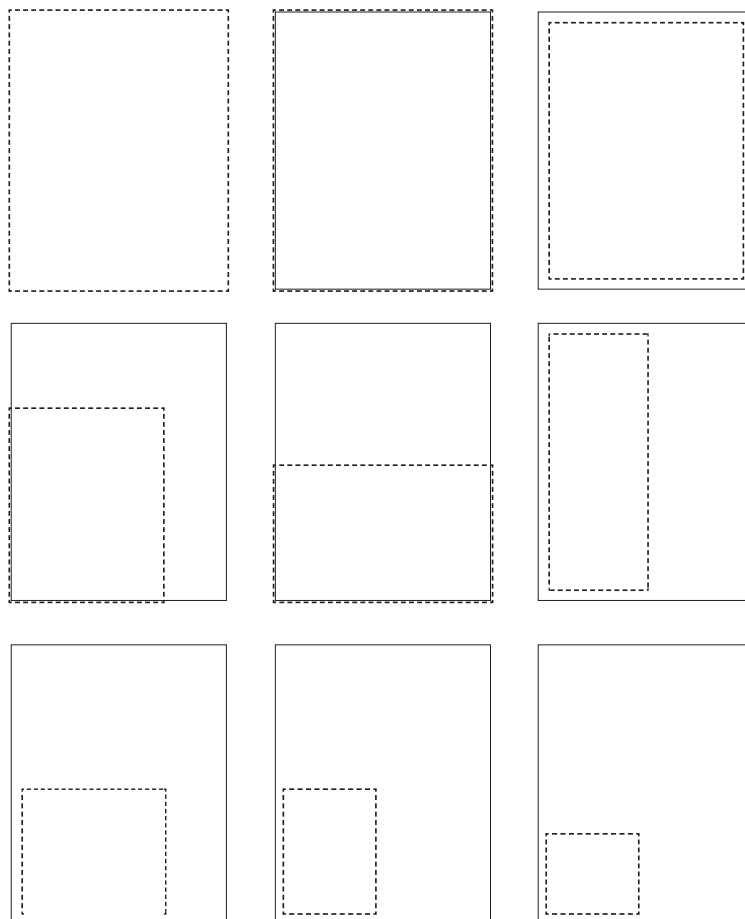
PLEASE NOTE: All ads that bleed to the edges must be set up with the bleed dimensions. If the ad is furnished to the trim size, your bleed may not come out as expected. Also notice the live area, as this is the area where your text, images and important information should be contained if not bleeding over the edges, to avoid being trimmed too close when finished.

**ASK ABOUT OUR
NEW PRODUCT FEATURE
SECTION!**

A NEW PRODUCT FEATURE INCLUDES: Your product photo (up to 2.5" wide) with up to 100 words of copy—complete with contact information.

Convenience **RETAILER**

OUR TABLOID FORMAT GIVES YOU AD SIZES ALMOST **TWICE** THAT OF STANDARD MAGAZINE



All sizes are width x height

TABLOID

Trim Size 10.875" x 14"
Live Area 9.875" x 13"
with Bleed 11.125" x 14.25"

JUNIOR

Live Area 7.25" x 9.25"
with Bleed 7.875" x 9.875"

1/2 PAGE (Horizontal)

Live Area 9.875" x 6.375"
with Bleed 11.125" x 7"

1/2 PAGE (Vertical) 4.75" x 13"

1/3 PAGE 7.25" x 6.375"

1/4 PAGE 4.75" x 6.375"

**PRODUCT
SHOWCASE** 4.75" x 3"



||| distribution

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Convenience RETAILER

REACHING THE BUYERS WHO COUNT FOR THE MOST SALES—AT A PRICE YOU CAN AFFORD!

Six times a year, Convenience RETAILER will reach over 11,000 merchants at the convenience stores with the highest sales volumes across the United States – a total of almost \$24 billion in annual sales volume.



BY MAIL & E-BLASTS

With this highly targeted distribution, **six times** a year, you can be sure of reaching the potential buyers who have the power to make a significant difference in your sales—for a fraction of what you'd pay to advertise elsewhere

TRADE SHOW BONUS DISTRIBUTION

Copies will also be delivered through a bonus distribution program at trade shows in this industry.

BPA AUDITED

BPA audited and mailed out to over 11,000 C-Stores with combined annual sales of over \$24 billion. This publication goes directly to the owners/general managers of C-Stores that do in excess of \$400,000 in annual sales.

ADDED VALUE ONLINE

All print issues and additional multimedia content will be posted online and will be available for download up to a year after distribution.



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Steve Cox, Senior Associate Publisher & Director of Media
Call (520) 721-1300 or e-mail steve_c@oser.com

Lyle Sapp, Senior Associate Publisher
Call (520) 721-1300 or e-mail lyle_s@oser.com

Deborah Yarbrough, Associate Publisher
Call (520) 721-1300 or e-mail deborah_y@oser.com

Paul Harris, Associate Publisher
Call (520) 721-1300 or e-mail paul_h@oser.com

SPACE IS LIMITED—CALL TODAY!

Oser Communications Group
1877 N. Kolb Rd.
Tucson, AZ 85715
520-721-1300
FAX: 520-721-6300
www.oser.com