

2020 MEDIA KIT

Convenience



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ABOUT WINSIGHT

MARKET RESEARCH

chain data | menu data | consumer attitudes | transactional data | proprietary research

CONTENT MARKETING

eNewsletters | native content | custom inserts | integrated packages

LEAD GENERATION

quizzes | custom eNewsletters | webinars | gated content | white papers | PinPoint campaigns | case studies | innovation forums

BRAND BUILDING

high-impact print | interactive websites | more than 15 eNewsletters | podcasts | database & list rentals

LIVE ENGAGEMENT

events | meetings | conferences

HOW WINSIGHT HELPS MARKETERS

Since 2002, marketing and sales executives like yourself have turned to **CSP** when **striving to gain more market share** in our industry. Most were frustrated from dealing with misguided campaigns, failed product launches or other marketing efforts that fell flat.

Our advertisers are under **significant pressure** to gain a high **ROI** on their marketing dollars while being a **thought leader** in the space to put themselves ahead of the competition. **CSP** has an extensive line of products, services, events and research that provide a **true multiplatform approach** when it comes to marketing in the c-store space.

Our sales team has more than 60 years of experience in the convenience and retail industries and is here to make sure you succeed.

YOUR REPRESENTATIVES



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CSP Editorial is No. 1

Our award-winning editorial team is focused on every category of the c-store, providing you up-to-date trends and analysis.



Abbey Lewis
VP of Content Strategy



Steve Holtz
Director of Content,
Convenience Group



Samantha Oller
Managing Editor, Fuels



Angel Abcede
Senior Editor, Tobacco



Jackson Lewis
Associate Editor,
Technology & Services



Hannah Prokop
Associate Editor, Center Store

Jesse H. Neal Awards

Established in 1955 to recognize and reward editorial excellence in business media.

14 “Best of” Journalism and Art Direction Awards American Society of Business Publication Editors

Established in 1964, ASBPE is the professional association for full-time and freelance editors, writers, art directors, and designers employed in the business, trade and specialty press.



Kristina Peters
Senior Editor,
C-Store Products Magazine



Greg Lindenbergs
Editor, Corporate/M&A



Brett Dworski
Associate Editor,
Foodservice and CBD



Jennifer Bulat
Director, Editorial Production



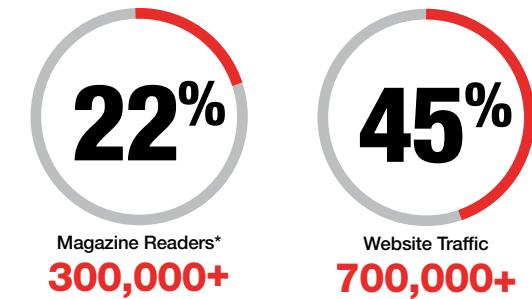
Mitch Morrison
Vice President,
Retailer Relations

HELPING GROW YOUR BUSINESS

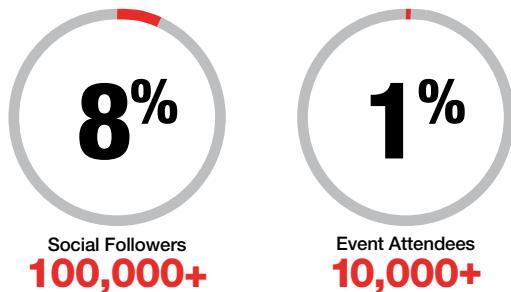
No B2B media company is better positioned to meet the needs of the modern-day business person.

Winsight provides customers and audiences with access to the most credible sources for industry market intelligence with leading magazine and digital assets, a global events portfolio and Technomic's channel-relevant, strategic insights. We bring suppliers and retailers together around award-winning content and industry-leading events and conferences.

Expansive reach



*includes non-qualified circulation and digital edition subscribers



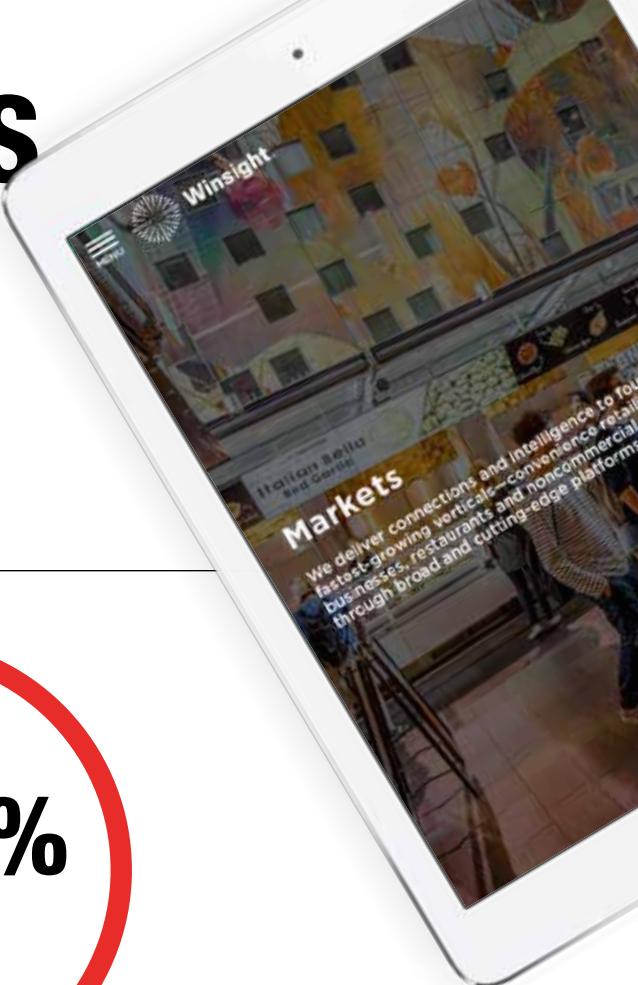
Total Media Connections*
1.4 MILLION+

*Across all brands

Best platforms for your message

Winsight is the authority on what the best vehicles are for delivering your marketing message to meet specific goals such as, raising awareness for your company, generating quality sales leads or positioning your brand as a true thought leader.

Source: 2019 BPA Statements and publisher's own collected data.



State of the C-Store Industry

153,237



Number of C-Stores in the U.S.



\$654.3B

Industry



477 New Stores
Opened in 2018

Number of 2018
C-Store Customers
57 Billion

Source: 2019 NACS State of the Industry Survey of Data



In 2018, total retail sales grew
4.8% compared to 2017.

Ask your sales rep how to opt-in to receive the CSP For You Quarterly Update. This newsletter is created for marketers like yourself and includes fresh data, new marketing tools and case studies.

2020 EDITORIAL CALENDAR

MONTH	ANCHOR	CATEGORY FOCUS	PLUS	KITCHEN	TOBACCO	FUELS	BEVERAGES	TECH/ SERVICES	CENTER OF STORE (S&C + GM)	BONUS DISTRIBUTION
JANUARY Close Date: 12/2 Mats. Due: 12/6	*The CSP Power 20 List	+CBD: A Year Later	Grand Opening	Menu Trends	2020 Forecast		Bottled Water	Operations	Healthy Snacks	SIGMA Executive Leadership Conference
FEBRUARY Close Date: 1/7 Mats. Due: 1/10 Ad Readership Study	*CSP/ Technomic Report: Consumer Usage Study	*State of Tobacco: Cigs, e-cigs, Cigars, OTP, Smokable +CBD	Competitive Watch: Dollar Stores	Conquering the Daypart 1: Breakfast		Regulatory Update	Beer	Europay- Mastercard- Visa Update	GM: What's Trending	WPMA, CRU
MARCH Close Date: 2/4 Mats. Due 2/7	*The Future of Food	*CSP's 2020 Beverage Report	Grand Opening	Equipment & Technology	Regulation Update +CBD			Loyalty	Candy	Menu Directions, CSP Dispensed Beverage Forum, RLC
APRIL Close Date: 3/3 Mats. Due: 3/6	*Category Management Handbook	CSP's 2020 Category Managers of the Year +CBD		Foodservice Data	Tobacco Sales Data		Packaged Beverage Data		Snacks, Candy and General Merchandise Data	NACS SOI Summit, SIGMA Spring Convention
CS Products Spring Issue Close Date: 3/12 Mats. Due: 3/18										SIGMA Spring Convention, CSP Foodservice Forum, NRA Show, Sweets & Snacks Expo, Restaurant Trends & Directions, Outlook Leadership Conference
<p>CS Products Spring Issue Close Date: 3/12 Mats. Due: 3/18</p> <p>Food is the real "fuel" of the c-store industry, and new-product innovation is keeping foodservice and packaged-food categories flourishing. In anticipation of the 2019 National Restaurant Association Show and Sweets & Snacks Expo, <i>Convenience Store Products</i> takes a look at the latest releases and helps determine how the accompanying trends will help shape the categories going forward.</p>										

* Issue Extension Opportunity

** Events Opportunity

Learn more at CSPDailyNews.com/advertise

Editorial calendar is subject to change.

2020 EDITORIAL CALENDAR

MONTH	ANCHOR	CATEGORY FOCUS	PLUS	KITCHEN	TOBACCO	FUELS	BEVERAGES	TECH/ SERVICES	CENTER OF STORE (S&C + GM)	BONUS DISTRIBUTION
MAY Close Date: 4/1 Mats. Due: 4/6	*The Forecourt Issue	-Fuels 50 -Forecourt of the Future	Convenience Retailing University	Conquering the Daypart: Lunch	The State of Vaping		Enhanced Beverages +CBD		General Merchandise: Summer Novelties	CSP Foodservice Forum, NRA Show, Sweets & Snacks Expo
NACS State of the Industry Summit Special Issue Close Date: 4/22 Mats. Due: 4/28 <p>This 18th annual special issue includes category analysis of all key c-store industry segments, interpretation of data and expert insights.</p>										
JUNE Close Date: 5/4 Mats. Due: 5/8	*Top 202 C-Store Chains	*The State of Foodservice Retailer Survey	Competitive Watch: Grocery	Hot Dispensed Beverages Forum Coverage	Category Management +CBD	Car Wash	Alcohol Beverages	Checkout Technology	Meat Snacks	
JULY Close Date: 6/2 Mats. Due: 6/5	Annual Indie Influencers List*	+CBD Forum Coverage	10 Best Places to Open a Store; Grand Opening	C-Store Foodservice Forum Coverage	Midyear Update		RTD Coffee/ Tea		Chocolate Candy (sidebar on +CBD)	Restaurant Trends & Directions
AUGUST Close Date: 7/1 Mats. Due: 7/8 Ad Readership Study	Annual Mystery Shop* **	*The State of Snacking	Risk Management Forum Coverage	Conquering the Daypart: Snacking	State of Regulation	Car Technology	Category Management	Payments	GM: HBC and +CBD Medicinals	Outlook Leadership Conference

* Issue Extension Opportunity

** Events Opportunity

Learn more at CSPDailyNews.com/advertise

Editorial calendar is subject to change.

2020 EDITORIAL CALENDAR

MONTH	ANCHOR	CATEGORY FOCUS	PLUS	KITCHEN	TOBACCO	FUELS	BEVERAGES	TECH/ SERVICES	CENTER OF STORE (S&C + GM)	BONUS DISTRIBUTION
SEPTEMBER Close Date: 8/4 Mats. Due: 8/7	*CSP/ Technomic Research	+CBD Regulatory Update/NACS Show Guide	10 Trailblazing Store Designs	Foodservice Equipment & Technology	Consumer Focus		CSDs	Operations		CSP Cold Vault Summit
*CS Products Fall Issue Close Date: 8/24 Mats. Due: 8/27										
			New at the NACS Show® It's one of the biggest new-product experiences of the year, and <i>Convenience Store Products</i> offers an extensive and exclusive look at some of the biggest new-product introductions ahead of the show.							
OCTOBER Close Date: 9/1 Mats. Due: 9/4	The NACS Show Issue: Retail Disruption	**Technomic Retailer Study	Outlook Leadership Coverage	Competitive Watch: Restaurants	Product Development	Alternative Fuels Update	Beer +CBD	Marketing	Nonchocolate Candy; General Merchandise	NACS, FSTEC
NOVEMBER Close Date: 10/6 Mats. Due: 10/9	2021 Industry Outlook*	Cold Vault Forum Coverage	Grand Opening	*Conquering the Daypart: Dinner	Category Management			Security	Snack Bars +CBD	
DECEMBER Close Date: 11/2 Mats. Due: 11/5	*Retail Leader of the Year	Best New Product Contest Winners	NACS Show Coverage	Foodservice Equipment/ Technology	2020 Year in Review +CBD	Fuel Island	Sports Drinks		General Merchandise	

* Issue Extension Opportunity

** Events Opportunity

Learn more at CSPDailyNews.com/advertise

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CONVENIENCE STORE
PRODUCTS

DIGITAL OPPORTUNITIES

MEET CONSUMERS WHERE THEY LIVE

New Yorkers like a big foldable slice of pizza, while in Chicago, they like it deep and cheesy. The same sense of place shapes consumers' convenience needs. To get a better sense of the differences, CSP and Technomic studied customers from coast to coast.

LOCAL INSIGHTS

SPONSORED BY CSP DAILY NEWS

MacBook



DIGITAL ROI



165,000+

Monthly unique visitors
(18% growth YOY)

90%

website visitors are
new visitors per month

40,000+

eNewsletter registrants

615,000+

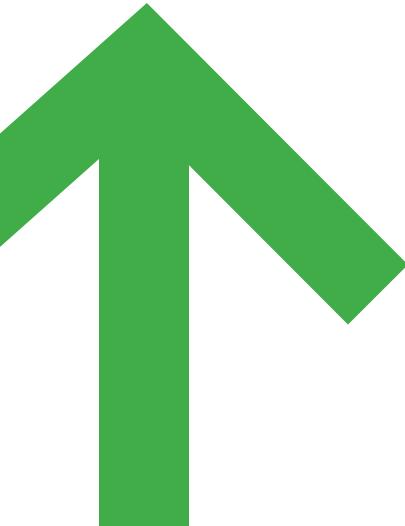
Monthly page views

18%

CTR for CSP Daily News
(industry average is 14%)

1:31

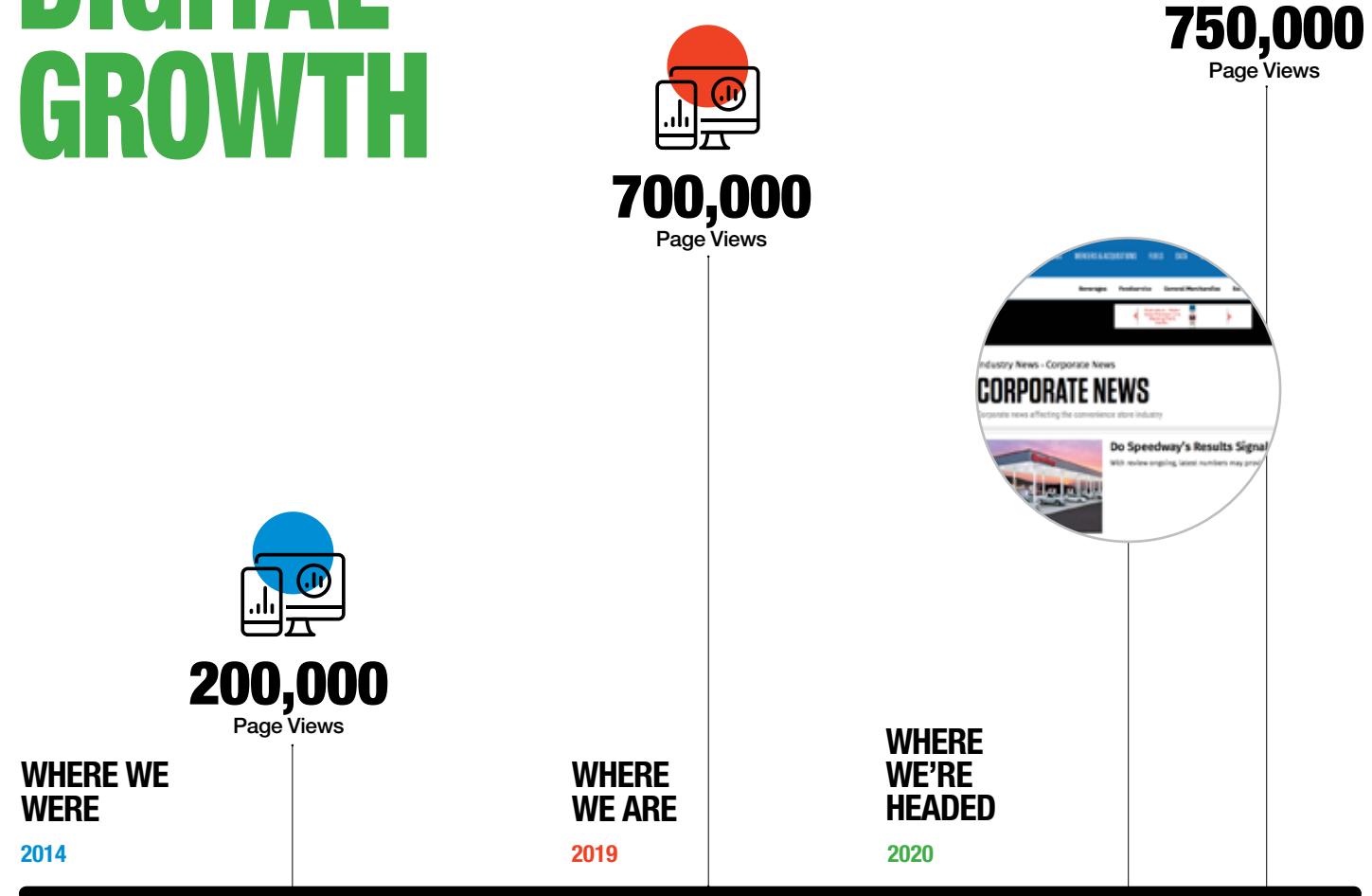
Average time spent online



INCREASED ENGAGEMENT

With the number of page views and interactions growing exponentially on CSPDailyNews.com, your message is sure to grab the attention of the most engaged online audience in the industry.

EXPLODING DIGITAL GROWTH



A BETTER WAY TO REACH OPERATORS

CSPDailyNews.com is the daily news source for the latest information and highlights that affect the c-store industry. Draw users in with high-quality, relevant content and keep them coming back with an intuitive and engaging digital experience on every channel. Your message will be seen among the news retailers seek.

Advertising opportunities

Home-page takeover: Five ad units across the home page delivered in tandem, plus 300x50 in the ROS latest news widget

- **Share of voice:** 25%
- **Average estimated impressions:** 105,000
- **Cost:** \$5,750 net/month

Run-of-site

- **Leaderboard:** 970x60, 728x90 or 970x90 and 300x50 (mobile)
- **Cost:** \$50 net/CPM (+\$15 for rich media)

- **Medium Rectangle:** 300x250
- **Cost:** \$45 net/CPM

- **In-Article Medium Rectangle:** 300x250
- **Cost:** \$55 net/CPM (+\$15 for rich media)

- **In-Article Medium Rectangle Video Ad:** 300x250
- **Cost:** \$75 net/CPM

- **Footer:** 970X60, 728X90 OR 970X90 AND 300X50 (MOBILE)
- **Cost:** \$20 net/CPM



Prestitial: 600x400

- **Share of voice:** 100%
- **Average estimated impressions:** 20,000
- **Cost:** \$4,000 net/week

Extended Network (Retargeting): \$25 net/CPM

Category	Share of Voice	Price
Beverages	20%	\$1,140
Foodservice	20%	\$1,140
Fuel	25%	\$960
General Merchandise	25%	\$490
CBD	50%	\$1,140
Snacks & Candy	20%	\$750
Technology	20%	\$960
Tobacco	25%	\$640
Retailer News: Company News and M&A	20%	\$4,320

Product Categories (Leaderboard and Upper Medium rectangle throughout sections, served in tandem)

RICH MEDIA



EVOLVING OUR DISPLAY OPTIONS

Video Flex Unit

- This ad serves in the leaderboard spot on CSPDailyNews.com.
- Video with a 4:1 aspect ratio
- Image with a 4:1 aspect ratio

Cost: \$65 net/CPM

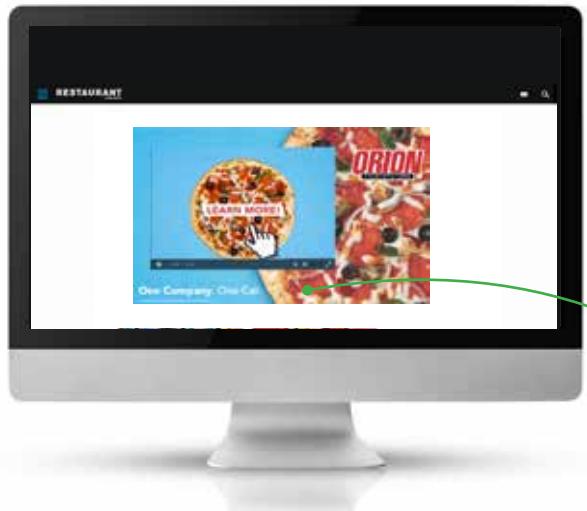
Portrait Unit

- This ad serves in the medium rectangle spot on CSPDailyNews.com.
- Background image: 300x600
- Video dimensions: 290x163
- Recommended duration: 15-30 seconds

Cost: \$60 net/CPM

Rich media options are not available for PinPoint or Audience Extension.

RICH MEDIA



EVOLVING OUR DISPLAY OPTIONS

In-Article Video

- This ad serves in the large video unit spot on CSPDailyNews.com.
- Video dimensions: 525x350
- Image dimensions: 860x510
- Thumbnail dimensions: 250x150 (optional)
- Recommended duration: 15-30 seconds

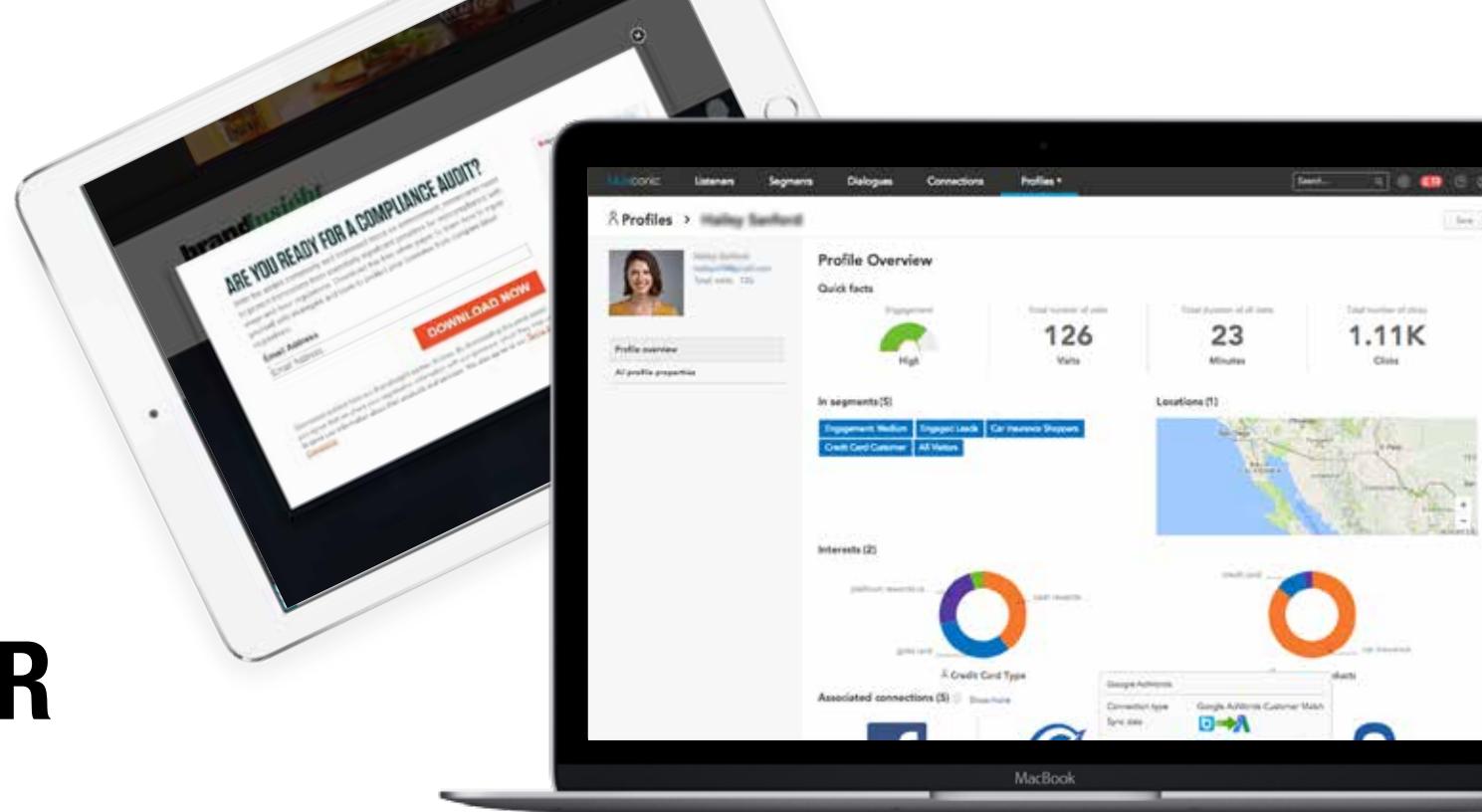
Cost: \$75 net/CPM

In-Banner Video

- This ad serves in the leaderboard spot on CSPDailyNews.com.
- Video with a 4:1 aspect ratio
- Image with a 4:1 aspect ratio

Cost: \$60 net/CPM

Rich media options are not available for PinPoint or Audience Extension.



TARGET YOUR AUDIENCE

Winsight's newest tool, PinPoint, is the most intelligent, data-rich and precise audience targeting tool ever available to food retail marketers.

Through our audience data platform, we have built 2.4 million individual audience profiles, fueled by:

- Subscriber (print and digital) demographics
- Event registrant demographics
- Behavioral data (what content they engage with across all our digital platforms)
- Technomic data (layering over chain and menu data from Technomic's Ignite platform)

Ad Units Available

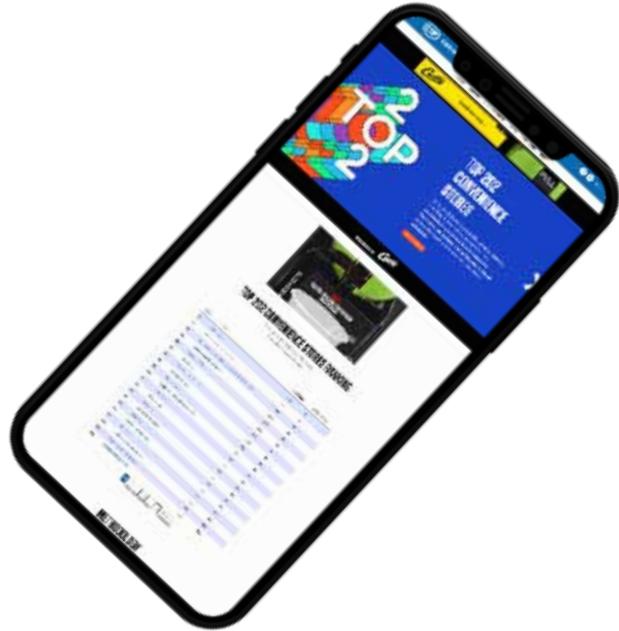
Available on Winsight and Winsight Partner Websites

- Leaderboard
- Medium Rectangle
- Skyscraper

Pricing

	Segment Type	Examples	Pricing (net pricing)
Level 1	Generic segments	All Retailers	\$40 CPM
Level 2	Custom segments based on demographics and behavioral data points	Retailers in the Northeast with 10+ stores	\$75 CPM
Level 2	Custom segment with the integration of Technomic data	Retailers in the Northeast with 10+ stores and extensive foodservice offerings	\$125 CPM

DIGITAL COVER STORIES



EXCLUSIVE! DIGITAL SPONSORSHIP

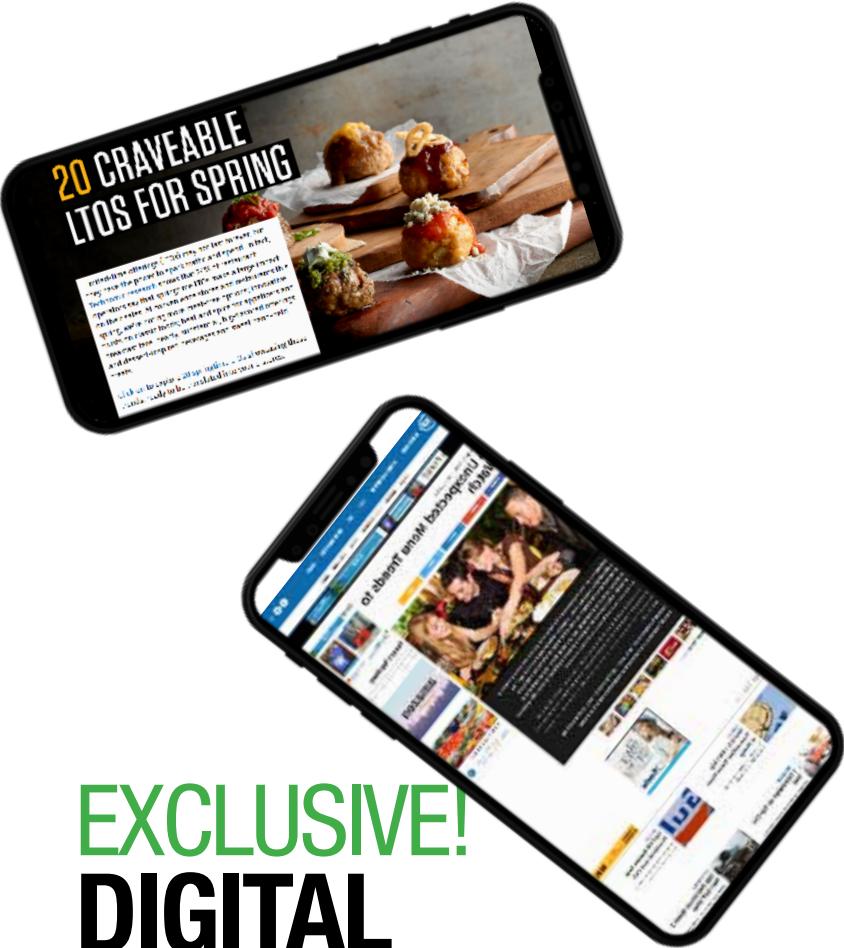
WHAT'S INVOLVED?

- Sole sponsor of every page within online package
- Premium ad units displayed on all pages
- Three eNewsletters distributed, featuring your leaderboard ad
- Special magazine and event opportunities available for select premier packages

Contact your sales representative for availability.

Month	Package	Print and Digital Close	Impression Estimate	Pricing
January	CSP's Power 20 List	11/18/2019	55,000	\$9,000
February	CSP/Technomic Consumer Usage Report	12/16/2019	48,000	\$7,500
March	C-Store Products: Food Issue	1/17/2020	36,000	\$6,350
April	Category Management Issue	3/19/2020	48,000	\$7,500
May	Fuels 50/Forecourt of the Future	2/14/2020	100,000	\$16,000
May	NACS State of the Industry Summit	4/10/2020	24,000	\$4,500
June	Top 202 Chain Report	4/27/2020	240,000	\$28,000
June	State of Foodservice Survey	4/27/2020	28,000	\$5,000
July	CBD: Where Do We Stand Now?	5/21/2020	8,000	\$2,250
August	Annual Mystery Shop Report	6/15/2020	36,000	\$6,400
August	Snacking Report	6/15/2020	24,000	\$4,500
September	CSP/Technomic Loyalty Report	7/17/2020	36,000	\$6,400
October	CSP/Technomic Retailer Survey (TBD)	8/17/2020	36,000	\$6,400
November	2021 Industry Outlook Survey	9/21/2020	36,000	\$6,400
December	Retail Leader of the Year	10/19/2020	36,000	\$6,400
December	Conquering the Daypart	10/19/2020	36,000	\$6,400

SHOWCASE PACKAGES



EXCLUSIVE! DIGITAL SLIDE SHOW

- Leaderboard and medium rectangle ad units on each page of the site
- One eNewsletter distributed, featuring your leaderboard ad
- Special magazine and event opportunities available for select showcase packages

Contact your sales representative for availability.

Month	Package	Print and Digital Close	Impression Estimate	Pricing
January	Grand Opening: The Best of 2019	11/18/2019	16,000	\$3,000
January	Executive Insights: The Best of On the Record	11/18/2019	16,000	\$3,000
March	2020 Packaged Beverage Report	1/17/2020	40,000	\$7,000
June	The Biggest M&A Deals of the Year	4/27/2020	24,000	\$4,500
July	Indie Influencers Report	5/21/2020	12,000	\$2,400
July	10 Best Places to Open a Convenience Store Now	5/21/2020	32,000	\$6,400
July	Tobacco: A Midyear Update	5/21/2020	24,000	\$4,500
September	Top Trends in C-Store Design	7/17/2020	16,000	\$3,000
Anytime	Tastemakers: What's New on C-Store Menus?	3 weeks prior to issue space close	24,000	\$4,500
	Tech Innovations That Could Shake Up C-Stores	3 weeks prior to issue space close	16,000	\$3,000
	20 Craveable LTOs	3 weeks prior to issue space close	24,000	\$4,500
	20 Retailers Making a Name on Social Media	3 weeks prior to issue space close	16,000	\$3,000
	30 Must-Try Sandwiches	3 weeks prior to issue space close	60,000	\$10,000
	20 Great Coffee Programs	3 weeks prior to issue space close	50,000	\$8,500
	20 Secrets of Craveable Foodservice	3 weeks prior to issue space close	24,000	\$4,500
	Top 10 Things Consumers Want From C-Store Foodservice	3 weeks prior to issue space close	24,000	\$4,500
	20 Great Beverage Programs From Fountain to Cold Vault	3 weeks prior to issue space close	16,000	\$3,000

eNEWSLETTER PORTFOLIO



1 CSP Daily News eNewsletter

The only award-winning eNewsletter in the industry that feeds the c-store operator with the latest industry news, category management news and category data along with need-to-know mergers, acquisitions and growth information.

- Frequency:** Monday-Friday
- Estimated impressions:** 6,000
- Distribution:** 41,000
- Audience:** Key c-store industry executives, managers, buyers and decision-makers

Ad Units	1x	6x	12x +
Leaderboard—728x90 & 300x50 (mobile)	\$1,325	\$1,260	\$1,195
Upper Medium Rectangle—300x250	\$1,325	\$1,260	\$1,195
Text & Logo—(180x150; max 300 characters including spaces)	\$455	\$430	\$410
Branded Article*	\$1,255	\$1,190	\$1,130
Featured Video	\$1,045	\$995	\$940
Lower Medium Rectangle	\$525	\$495	\$470
Single Sponsor (banner and takeover w/o branded article)	\$3,485	\$3,310	\$3,135
Single Sponsor (banner and takeover w/ branded article)	\$4,185	\$3,975	\$3,765
Category Host	\$1,115	\$1,060	\$1,000

Additional content creation fee of \$1,000 if CSP writes/hosts the article

2 CSP Daily News Top Stories of the Week

A special edition eNewsletter that brings retailers the week's top stories so they never miss a beat.

- Frequency:** Weekly (Friday)
- Estimated impressions:** 3,500
- Distribution:** 27,000
- Audience:** Key c-store industry executives, managers, buyers and decision-makers

Ad Units	1x	6x	12x +
Leaderboard—728x90 & 300x50 (mobile)	\$780	\$740	\$700
Upper Medium Rectangle—300x250	\$780	\$740	\$700
Middle Medium Rectangle—300x250	\$585	\$555	\$525
Branded Article*	\$780	\$740	\$700

Additional content creation fee of \$1,000 if CSP writes/hosts the article

3 CSP Alerts/Special Reports

Breaking news delivered right to retailers' inboxes, the moment it happens. This special edition of *CSP Daily News* helps readers keep their fingers on the pulse of the industry.

- Estimated impressions:** 65,000+
- Distribution:** 20,000
- Audience:** Key c-store industry executives, managers, buyers and decision-makers

Ad Units (Sold Monthly)	1x	6x	12x +
Leaderboard—728x90 & 300x50 (mobile)	\$7,795	\$7,405	\$7,015

eNEWSLETTER PORTFOLIO

4 CSP C-Store of the Future

- **Frequency:** Once per month
- **Estimated impressions:** 6,000
- **Distribution:** 39,000
- **Audience:** Key c-store industry executives, managers, buyers and decision-makers

Ad Units (Sold Monthly)	1x	6x	12x+
Leaderboard—728x90 & 300x50 (mobile)	\$1,395	\$1,325	\$1,255
Upper Medium Rectangle—300x250	\$1,240	\$1,175	\$1,115
Branded Article*	\$1,240	\$1,175	\$1,115

Additional content creation fee of \$1,000 if CSP writes/hosts the article

5 Fuels eNews

Stories that outline the issues, solutions, trends and possible outcomes of the changing fuels market.

- **Frequency:** Once per month, third Tuesday. If a national holiday falls on the first or third Tuesday, the eNewsletter will deploy the following Tuesday.
- **Estimated impressions:** 2,250
- **Distribution:** 13,000
- **Audience:** C-suite readers and c-store operators who expressed interest in fuels

Ad Units (Sold Monthly)	1x	6x	12x+
Leaderboard—728x90 & 300x50 (mobile)	\$1,305	\$1,240	\$1,175
Upper Medium Rectangle—300x250	\$1,305	\$1,240	\$1,175
Branded Article*	\$1,330	\$1,265	\$1,195

Additional content creation fee of \$1,000 if CSP writes/hosts the article

6 Tobacco eNews

The only dedicated newsletter in the industry committed to delivering unmatched insights into the ever-changing tobacco retailing channel.

- **Frequency:** Second Monday of the month
- **Estimated impressions:** 2,000
- **Distribution:** 8,000
- **Audience:** C-store tobacco/OTP buyers

Ad Units (Sold Monthly)	1x	6x	12x+
Leaderboard—728x90 & 300x50 (mobile)	\$1,885	\$1,795	\$1,695
Upper Medium Rectangle—300x250	\$1,885	\$1,795	\$1,695
Text & Logo—(180x150; max 300 characters including spaces)	\$1,110	\$1,055	\$1,000
Lower Medium Rectangle	\$1,330	\$1,265	\$1,200
Branded Article* (Incl. lead report)	\$1,885	\$1,795	\$1,695

Additional content creation fee of \$1,000 if CSP writes/hosts the article

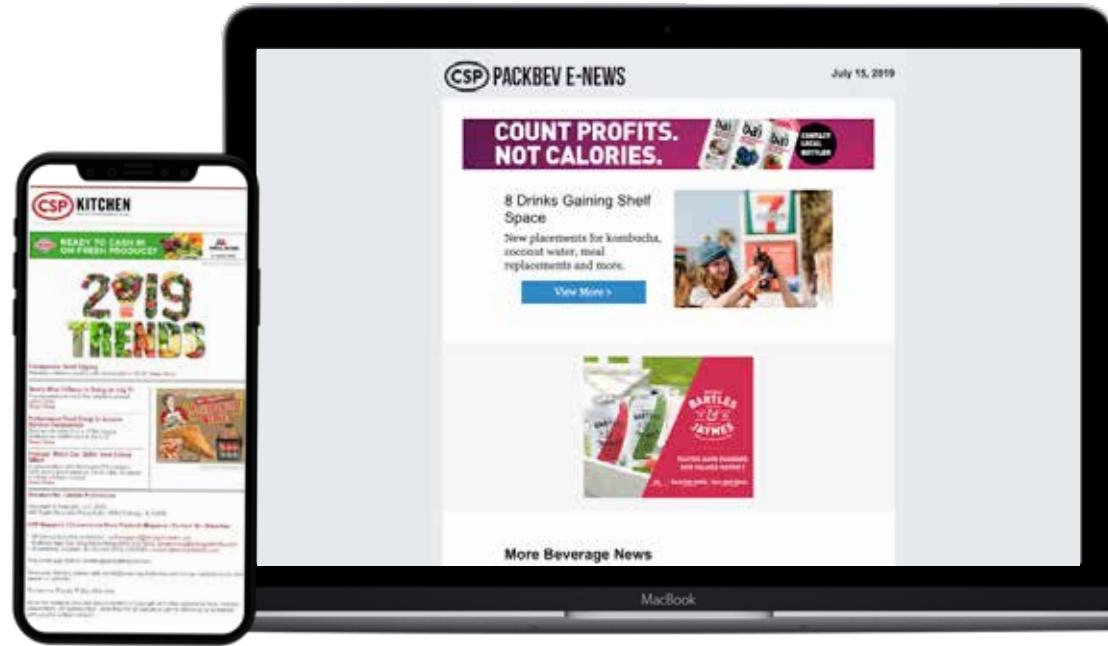
7 CBD & Convenience Retail

- **Frequency:** Weekly (Thursday)
- **Estimated impressions:** 7,250
- **Distribution:** 40,000
- **Audience:** Key c-store industry executives, managers, buyers and decision-makers

Ad Units (Sold Monthly)	1x	6x	12x+
Leaderboard - 728x90 & 300x50 (mobile)	\$1,200	\$1,140	\$1,080
Upper Medium Rectangle - 300x250	\$1,200	\$1,140	\$1,080
Branded Article*	\$1,000	\$950	\$900

Additional content creation fee of \$1,000 if CSP writes/hosts the article

eNEWSLETTER PORTFOLIO



8 CSP Kitchen

CSP Kitchen is a dedicated newsletter in the c-store industry offering premium foodservice data, trends and insights.

- **Frequency:** Weekly (Thursday)
- **Estimated impressions:** 1,300
- **Distribution:** 6,400
- **Audience:** C-store foodservice category buyers

Ad Units (Sold by Issue)	1x	6x	12x+
Leaderboard - 728x90 & 300x50 (mobile)	\$1,410	\$1,340	\$1,270
Upper Medium Rectangle - 300x250	\$1,410	\$1,340	\$1,270
Branded Article*	\$1,200	\$1,140	\$1,080

Additional content creation fee of \$1,000 if CSP writes/hosts the article

9 Packaged Beverages eNews

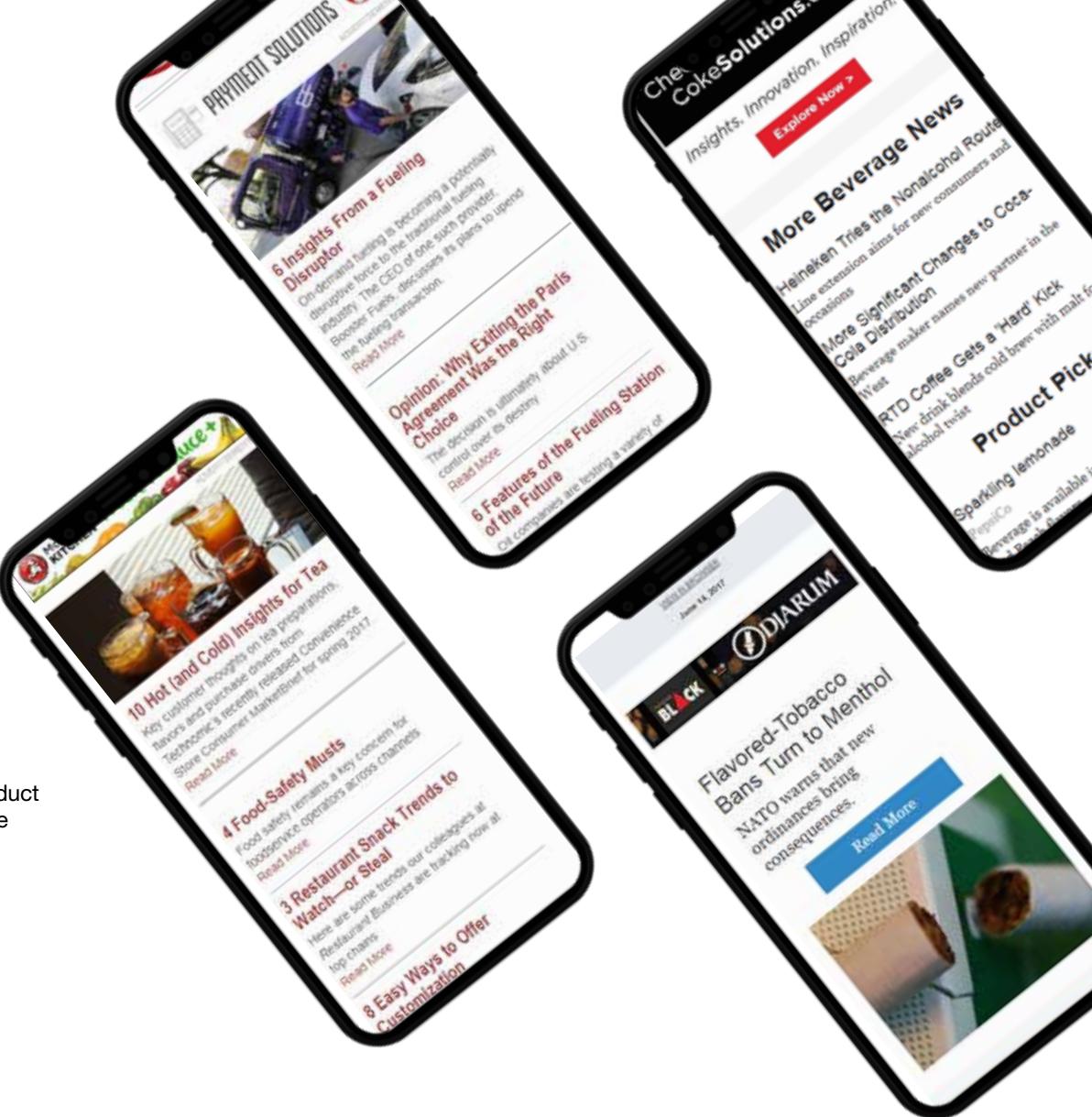
The PackBev eNewsletter delivers much-needed insight into the rapidly changing and increasingly regulated cold-vault segment. It's the only targeted beverage newsletter in the industry focused on cold-vault news, trends and data.

- **Frequency:** Twice per month, third and fourth Monday
- **Estimated impressions:** 6,400 monthly (1,400 per deployment)
- **Distribution:** 13,000
- **Audience:** C-store beverage category buyers

Ad Units (Sold Monthly)	1x	6x	12x+
Leaderboard—728x90 & 300x50 (mobile)	\$1,065	\$1,010	\$955
Upper Medium Rectangle—300x250	\$1,065	\$1,010	\$955
Branded Article*	\$850	\$810	\$765

Additional content creation fee of \$1,000 if CSP writes/hosts the article

Convenience Store Products
eNEWSLETTER



1 C-Store Products eNewsletter

Convenience Store Products eNews provides the on-the-go retailer with product information and insights from every key category needed to stay ahead of the competition. This powerful brand-building and lead-generating tool provides advertisers with a unique medium to introduce and educate the category buyer about products and capabilities.

- Frequency:** Weekly (Thursday)
- Estimated impressions:** 2,400
- Distribution:** 20,000
- Audience:** Key c-store category buyers, decision-makers and wholesalers/distributors

Ad Units	1x	6x	12x
Leaderboard - 728x90 and 300x50 (mobile)	\$650	\$615	\$585
Upper Medium Rectangle - 300x250	\$695	\$660	\$625
Middle Medium Rectangle - 300x250	\$500	\$475	\$450
Branded Article*	\$575	\$454	\$515
Featured Video	\$560	\$530	\$500

Additional content creation fee of \$1,000 if CSP writes/hosts the article

CUSTOM eNEWSLETTER

Custom eNewsletters are customizable, exclusive email messages that package custom content along with your brand's message, products and more to effectively reach and engage your target audience.

Deliverables

- CSP editor will work with you on topic and outline
- Professional content development, editing and design
- 1 custom eNewsletter
- 2 rounds of client editing included
- Dedicated program manager
- Delivered to an engaged audience of 8,000 CSP subscribers

Lead Report

- First & last name
- Title
- Company name
- Address
- Business phone

Cost: Starting at \$4,500

Pricing based on list size.

Featured Column



**SHOW YOUR
THOUGHT
LEADERSHIP
WITH CUSTOM
CONTENT THAT
CONNECTS TO
YOUR BRAND.**

Branded articles live in the content stream of our editorial eNewsletters and help you align with top-of-mind trends and issues and tell your brand's story.

Deliverables

- *CSP* editor will work with you on topic and outline
 - Professional content development, editing and design
 - 1 custom branded article
 - 2 rounds of client editing included
 - Dedicated program manager
 - Delivered via *CSP Daily News*

Metric Report

- Open rate %
 - Clicks
 - Click to opens

Lead Report

- First & last name
 - Title
 - Company name
 - Address
 - Business phone

Cost: \$2,500

The Impact of Cloud Computing on the Convenience Industry

A closer look at leveraging this technology for your e-store



Strategic by year by 2012...

Cloud computing is here in a big, broad-based buzzword, but is it here to stay? The convenience industry will see the cloud-based buzzword, but is it here to stay? The convenience industry is seeing the advantages in doing so.

Where or when the impact cloud computing has had on our society and our industry? Cloud-based cloud technology offers the P&G a convenience industry advantage, just as the company's current sales confirmation.

In



The Internet of Things (IoT) – and convenience – is everything in business these days. In fact, 74% of convenience executives say that IoT will play a major role in their businesses in the next three years. Specifically, 25% of convenience will supplement point-of-sale and click-and-deliver with interconnected ad networks, according to Forrester Research.

According to recent research from the National Retail Federation (NRF), there will be 80 billion connected devices by 2020, and the IoT is expected to add \$1 trillion to the economy by 2025. Artificial intelligence will play a role, too, with the report projecting that 40% of businesses will use the technology to make decisions and prevent real-time interruptions in the future.



There are three different types of cloud computing available to businesses, and that includes a private, public, hybrid clouds and a hybrid version of both.

private clouds are facilitated by paid-for services for infrastructure support, while public clouds are acquired via third-party services. A hybrid approach allows firms and apps to be shared between private and public cloud computing programs.

The retail industry and supply chain dynamics are preferable for the biggest gains in IoT, but first could expand to other sectors, too. Additionally, a host of startups – including IoT-driven firms building better, cheaper ways of processing and analyzing data for consumers, better, too.

There are many advantages for a company with cloud computing at any of the aforementioned levels, Berry says. These include one savings in the form of corporate R&D costs reduced efficiencies, increased accessibility, creating mobility of data and better data management and analysis.

There are also a host of cost savings in cloud computing. As more resources are used and their workload is lessened, they want to be more efficient, so that convenience cloud computing industry will be able to increase efficiency with their consumers, integrate better business and have a clearer view of the future with the ability to predict longer-term price and sales value correlations, such as competing data between market leaders and fast food. Having this type of data will help companies see patterns and better understand their customer's wants and needs.

In that same, Berry says, cloud computing can begin to create a "disruption" in the convenience industry, as companies begin to move away from traditional, in-store, point-of-sale systems and move to more mobile, cloud-based systems, similar to Amazon Go or Shop, the latter of which recently announced its [integration](#) with Shopify, bank office software. This retail platform of the future, according to Berry, will see convenience as their daily transaction platform favorite: stores.

IoT specifically has made some recent inroads and adaptations to IoT and cloud computing to offer better "self-service" such as enhanced truck tracking, digital programming and pre-empting to retail store employees and customers are located in proximity to the store.

"We have found in trying to implement that to create a more tangible sense of trust," Berry said, as the contrary. "Cloud-based computing to integrate devices, data and teams facilitate the kind of collaboration that is the hallmark of innovative companies today."

Using a closer look at cloud computing and leveraging the technology to make it easier for your business can lessen the difference between regular versus data-driven profits, regular versus regular customers especially, as today's technology-driven and convenience-seeking user, and a humanized user-based format, too.

[Read more](#)

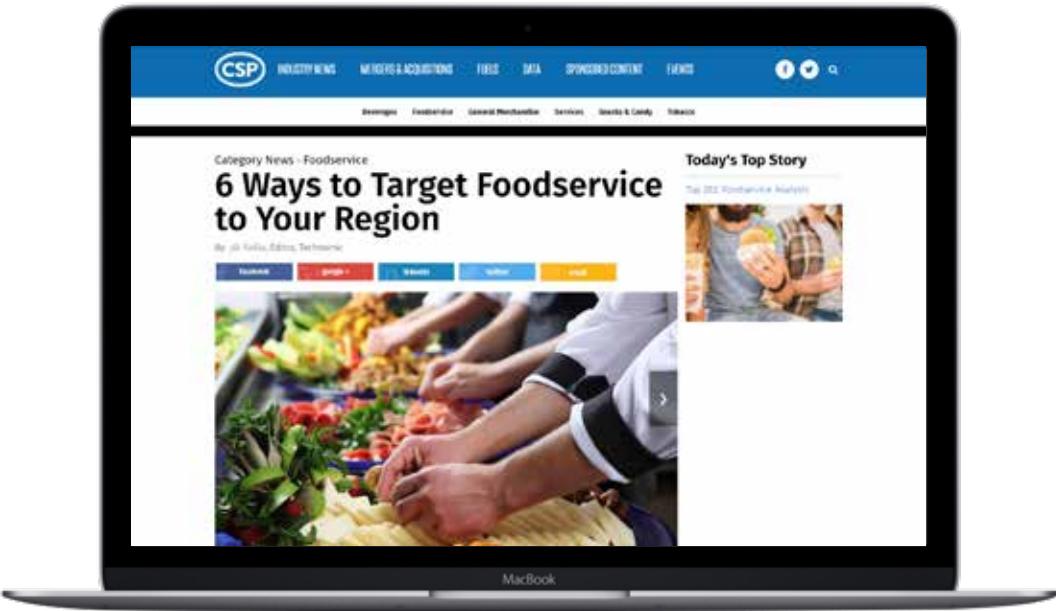


Cloud Computing Driving Convenience

By Bitnami Stacksmith

Cloud Computing Driving Convenience

CUSTOM SLIDE SHOW



HARNESS THE POWER OF VISUAL CONTENT MARKETING

CSP offers you the opportunity to reach and resonate with your targeted audience through digital media. Leverage the industry's leading convenience and petroleum publication and establish your company as a market leader by creating content that can be repurposed online.

Sponsor-Supplied Slideshow

Provide your content and images for CSP to create content for six slides

- Slideshow images should read 1800 pixels wide x 945 pixels high, 72 dpi
- Up to 200 words of copy per slide
- Last slide will be the sponsor slide

Cost: \$2,900

Winsight-Created Slideshow

CSP creates content for five slides.

- Slideshow image size should read 1800 pixels wide x 945 pixels high, 72 dpi
- Up to 200 words of copy per slide
- Sponsor supplies up to 200 words of copy and one image for their one slide
- Last slide will be the sponsor slide

Cost: \$4,400

Promotion

Content lives in CSP's online content stream:

- Home page of CSPDailyNews.com
- CSP social media outlets
- Two native ads in *CSP Daily News* eNewsletter
- Slideshow comes with surround ads at article level

WHITE PAPERS & eBOOKS

HIGH-VALUE CONTENT, LEAD- GEN TOOLS

WHAT'S INVOLVED?

Brand engagement is all about connection. Our white papers and eBooks give you an opportunity to reach out to your target audience with a content piece that's relevant to them, highlights your brand's value proposition and helps your customers better run their businesses.

4-page white paper

- Delivered via PDF; standard page size is 8.5x11
- 4 pages of content, with additional title page
- Promotion includes 2 eBlasts and 3 branded articles
- Includes gated content form, if desired
- 25,000 ROS impressions on CSPdailynews.com
- 2x branded articles in CSP editorial eNewsletters
- 3x banner ads in CSP editorial eNewsletters
- 1x eblast
- 4x paid posts on CSP social-media channels

Cost: \$12,000



7-page eBook

- Delivered via PDF; standard page size is 11x8.5
- 7 pages of content, with additional title page
- Promotion includes 2 eBlasts and 3 branded articles
- Included gated content form, if desired
- 25,000 ROS impressions on CSPdailynews.com
- 2x branded articles in CSP editorial eNewsletters
- 3x banner ads in CSP editorial eNewsletters
- 1x eblast
- 4x paid posts on CSP social-media channels

Cost: \$15,000

CSP will interview your client to present events that usually involve changes to a business or corporate-level strategy. In a short read, you will give the audience of decision makers the chance to appreciate and analyze the problems faced by many different companies and to understand how your product or solution can help be the solution.

Can be run in CSP for an additional charge.

Deliverables

- CSP editor will interview your customer or a team member
- Professional editing and design
- 1-2 page case study
- 2 rounds of client editing included
- Dedicated program manager
- Delivered via PDF to client

Marketing

- 2x eblasts (1 pre-event, 1 post-event)
- 25,000 ROS impressions on CSPdailynews.com
- 2x branded articles in CSP editorial eNewsletters
- 3x banner ads in CSP editorial eNewsletters
- 4x paid posts on CSP social-media channels

Metric Report

- Number of emails sent
- Number of opens
- Open rate %
- Clicks
- Click to opens

Lead Report

- First & last name
- Title
- Company name
- Address
- Business phone

Cost: \$10,000



EXECUTIVE VIEWPOINT

CSP will interview your client to present events that usually involve changes to a business or corporate-level strategy.. In a short read, you will give the audience of decision makers the chance to appreciate and analyze the problems faced by many different companies and to understand how your product or solution can help be the solution.

Deliverables

- CSP editor will work with you on questions and interview your executive
- Professional content development, editing and design
- 2 pages of content, with additional title page
- 2 rounds of client editing included
- Dedicated program manager
- Delivered via PDF to client

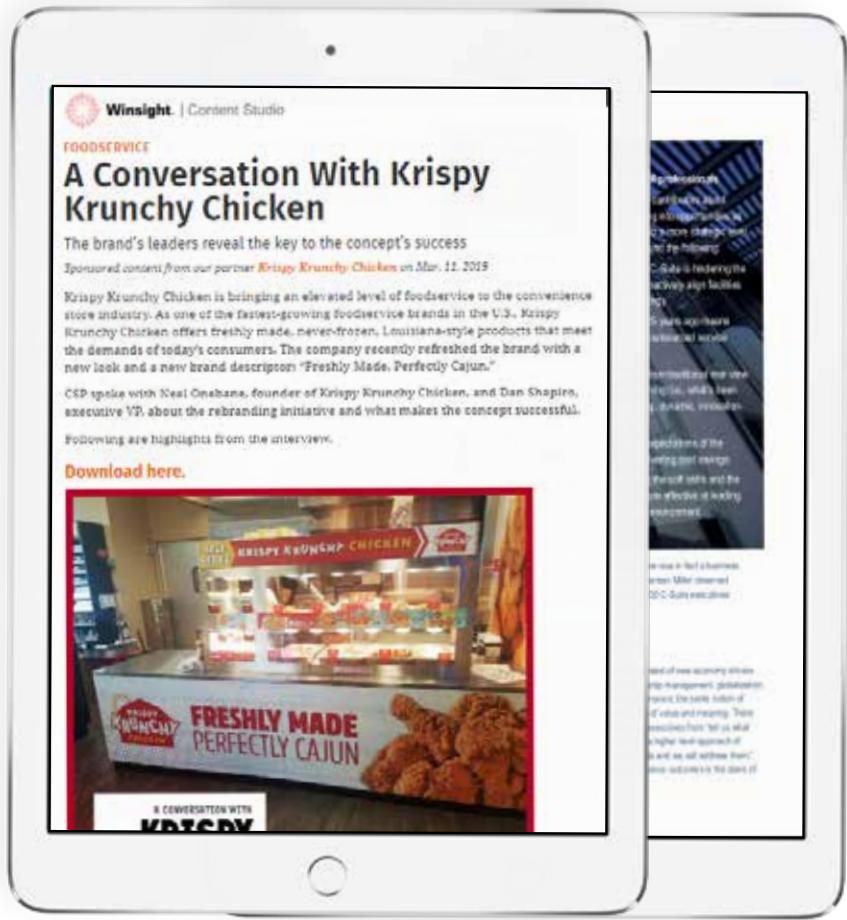
Marketing

- 25K ROS impressions (high-impact ad unit)
- 4x social posts + paid Facebook advertising
- 3x content placement in applicable editorial eNewsletters
- 3x banner ads in applicable editorial

Lead Report

- First & last name
- Title
- Company name
- Address
- Business phone

Cost: \$10,000



The brand's leaders reveal the key to the concept's success
Sponsored content from our partner *Krispy Krunchy Chicken* on Mar. 11, 2019

Krispy Krunchy Chicken is bringing an elevated level of foodservice to the convenience store industry. As one of the fastest-growing foodservice brands in the U.S., Krispy Krunchy Chicken offers freshly made, never-frozen, Louisiana-style products that meet the demands of today's consumers. The company recently refreshed the brand with a new look and a new brand descriptor: "Freshly Made. Perfectly Cajun."

CSP spoke with Neal Onahana, founder of Krispy Krunchy Chicken, and Dan Shapiro, executive VP, about the rebranding initiative and what makes the concept successful.

Following are highlights from the interview.

[Download here.](#)



Neal Onahana, founder of Krispy Krunchy Chicken, talks to CSP about the company's recent rebranding and what makes the concept successful.

Neal Onahana, founder of Krispy Krunchy Chicken, talks to CSP about the company's recent rebranding and what makes the concept successful.

INFOGRAPHIC

CSP will produce a visual image such as a chart or diagram used to represent your company's information or data.

Deliverables

- CSP editor will work with you on data points
- Professional content development, editing and design
- 1-2 page infographic
- 2 rounds of client editing included
- Dedicated program manager
- Delivered via PDF to client

Marketing

- 25K ROS impressions (high-impact ad unit)
- 4x social posts and paid Facebook advertising
- 3x content placement in applicable editorial eNewsletters
- 3x banner ads in applicable editorial

Lead Report

- First & last name
 - Title
 - Company name
 - Address
 - Business phone
- Cost: \$7,500**



CUSTOM MICROSITE

Microsites are landing pages that house your brand's content and provide a place for you to engage our audience with product information, custom content and more.

Deliverables

- Professional content development, editing and design
- 1 custom microsite
- 2 rounds of client editing included
- Dedicated program manager

Cost: \$5,000 net/CPM (\$3,000 min. spend)

Headline & Photos



About Trends & Insights



Unique Facts & NACS Booth



Products



Contact Us



INDUSTRY UPDATES, DELIVERED WEEKLY

Compass, the first cross-channel eNewsletter from Winsight, delivers a 360-degree view of the foodservice and convenience world. Look forward to industry insights, products, events and videos, plus valuable research from Technomic, all in one.

- **Frequency:** Weekly
- **Distribution:** 120,000
- **Estimated Impressions:** 24,000 per deployment
- **Audience:** Winsight's full audience database. Including convenience-retailing, commercial and noncommercial foodservice and grocery segments.



Ad Units	Cost (per insertion)
Leaderboard—728x90 & 300x50 (mobile)	\$1,880
Upper Medium Rectangle—300x250	\$1,645
Lower Medium Rectangle—300x250	\$1,525

EBLAST/DATABASE RENTALS

**YOUR
MESSAGE
TO A
TARGETED
AUDIENCE**

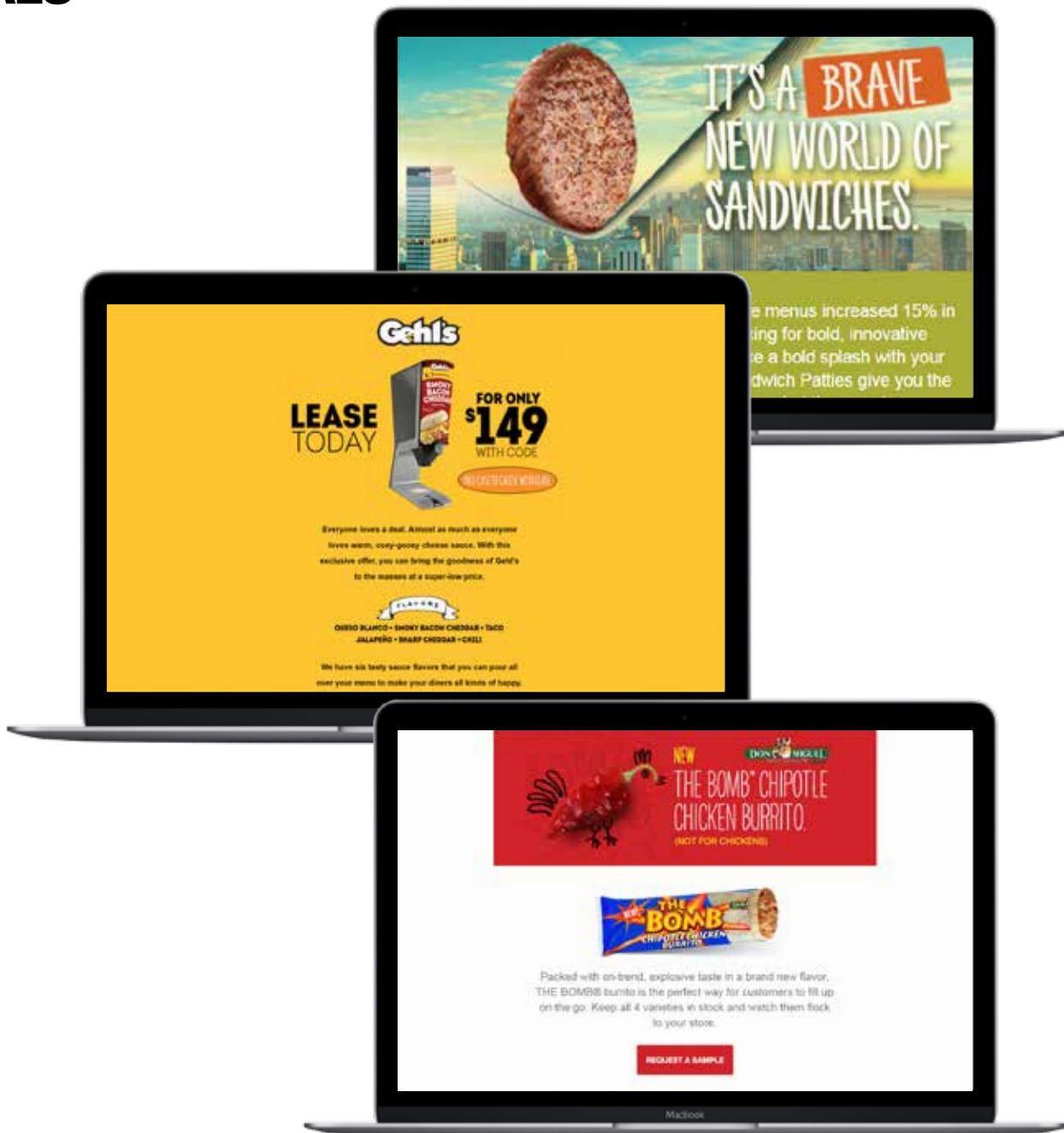
WHAT'S INVOLVED?

Take advantage of the most extensive industry of c-store decision makers. CSP makes it simple to engage the right audience while your company has 100% share of voice. Send us your email creative and select the audience demographic. Then sit back, relax and let your message spread. It's that easy!

Hand-pick the list based on:

- Business type
- Number of stores
- Annual sales volume
- Job title
- Headquarters location

Cost: \$500 CPM (\$5,000 minimum)



Tobacco Update

Event: Tobacco Update
Event Date: January 18, 2017
Event Time: 2:00 PM EST / 1:00 PM CST

FEATURING

Nik Modi
Tobacco Analyst,
RBC Capital Markets, Equity Research

Joe Teller
Category Management Director,
Swedish Match

SWEDISH MATCH
[CLICK FOR DETAILS](#)

Welcome: President and it Republican-controlled Congress.

How will a Donald Trump presidency influence tobacco legislation? Will a GOP-led Congress mean a cessation of increases in the federal excise tax or a halt in speculation about a flavor ban for the cigar segment? And what about the most controversial provisions in the待定 regulations?

Of course, when it comes to tobacco regulation, many of the battles are being fought across municipalities, counties and states. Sifting through this complex maze, **RBC Capital Markets** Equity Research tobacco analyst **Nik Modi** and **Swedish Match** Category Management Director **Joe Teller** return with their industry-leading insights, strategies and observations.

Kick off the New Year right by registering today for CSP's Tobacco Update webinar now.

[REGISTER NOW](#)

Speakers:

Nik Modi
Tobacco Analyst,
RBC Capital Markets, Equity Research

Joe Teller
Director, Category Management
Swedish Match

MAXIMIZE YOUR REWARD PROGRAM PROFITABILITY

SPEAKERS:

Andrew Robbins
Co-Founder and President
Paytronix

Kimberly Olsak
Marketing Specialist
Paytronix

PAYTRONIX

CSP

Event: Maximize Your Reward Program Profitability
Event Date: December 13, 2016
Time: 1:00 PM CST / 2:00 PM EST

A rewards program has one purpose: increasing profits. Some c-store retailers might think rewards programs are just another way to discount and don't generate real ROI. Providing discounts to customers who were going to come in anyway will cannibalize sales and hurt profits, right? But there's a fine line between rewarding deserving customers and giving away too much complimentary stuff. In this webinar, you'll learn how to walk that line so you increase profits and stop cannibalizing sales. What motivates your customers to come in and spend even more money? How can you challenge your customers to visit more times and spend more? This free web event will provide answers to these questions and much more. You'll no longer wonder how you should reward your customers or live in fear of losing money by giving them too much.

[REGISTER NOW](#)

Speakers:

Andrew Robbins
Co-Founder and President
Paytronix

GENERATE STRONG LEADS

WHAT'S INVOLVED?

CSP makes it simple to showcase your industry expertise and connect with your target audience with webinars. With support of our editorial team, this customizable offering aligns your brand with invaluable industry insights.

- Platform hosting
- Co-branding
- CSP editor moderation
- Marketing

Cost: Starting at \$12,000

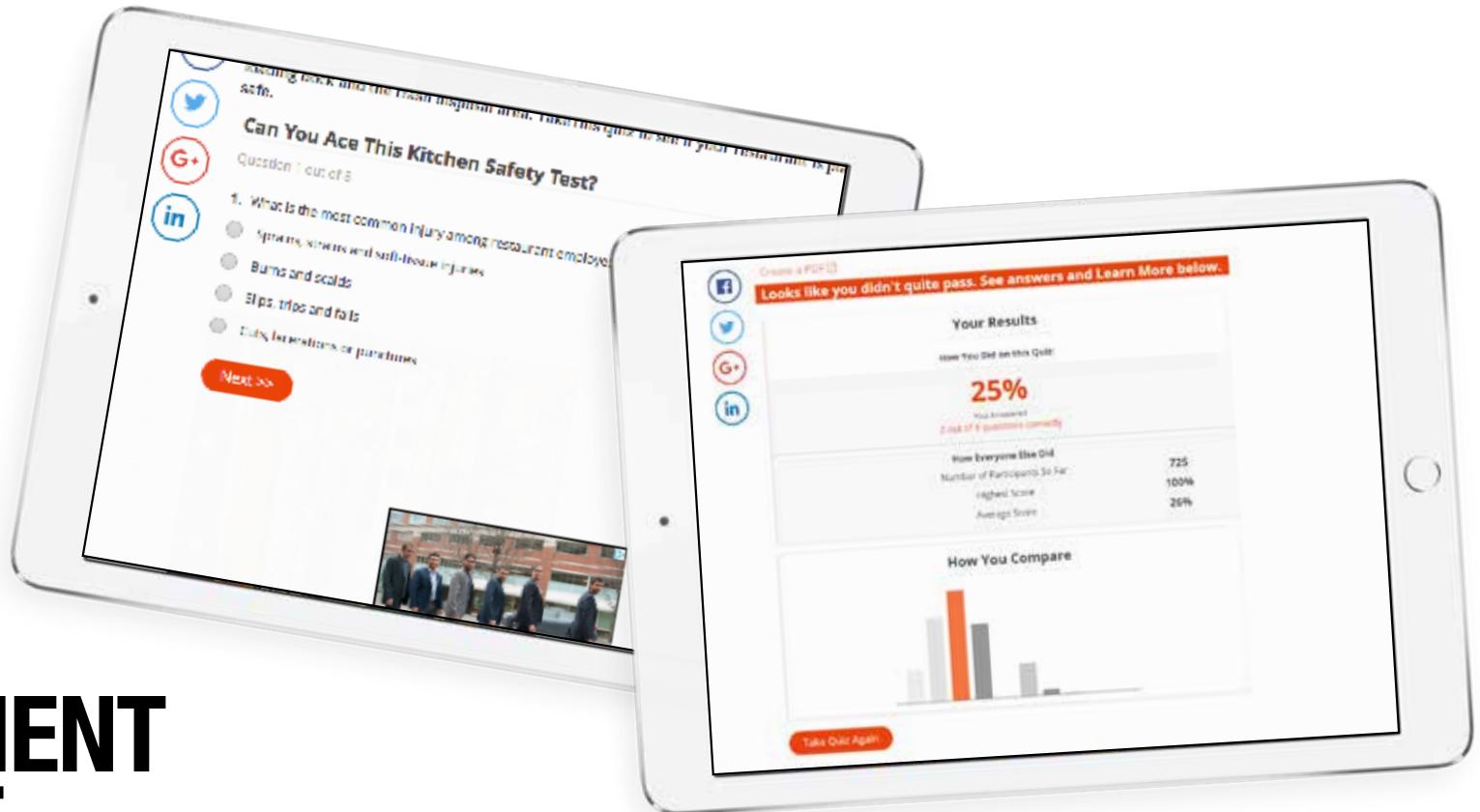
Notes: Fixed media/marketing promotions include 2 eBlasts + 2 eNewsletter ads. Our webinars can be easily repurposed and are available on-demand for up to 12 months.

BOOST ENGAGEMENT AND TEST KNOWLEDGE

WHAT'S INVOLVED?

Quizzes are an interactive content option designed to boost reader engagement and drive qualified leads.

- Up to 10 scored questions (multiple choice, true/false or dependent on content).
- Readers are required to register with an email address and/or other demographic information to receive results.
- Advertiser receives full lead report with users that register along with their information and quiz results.



Quizzical Query

- Writing/development/production of quiz
- 2x branded article promotion in CSP Daily News
- Social promotion on Winsight social channels

Cost: \$5,500

Assessment Analysis

- Writing/development/production of quiz
- 1x eBlast to target audience promoting the quiz
- 2x branded article promotion in CSP Daily News
- Social promotion on Winsight social channels

Cost: \$10,000

A collage of magazine covers from December 2018, including CSP, Supermarket News, and Snack Food & Beverage, featuring stories on mixed drinks, cannabis, and pie.

The image features the CSP logo on the left, which consists of the letters 'CSP' in a bold, black, sans-serif font inside a thick, black, horizontally-elliptical oval. To the right is the text 'CONVENIENCE STORE' in a smaller, black, sans-serif font, enclosed in a thin black rectangular border. Below this is the word 'PRODUCTS' in a large, bold, black, sans-serif font, also enclosed in a thin black rectangular border. The 'PRODUCTS' text is positioned so that its top edge aligns with the bottom edge of the 'CONVENIENCE STORE' box.

PRINT OPPORTUNITIES

CONVENIENCE DISTRIBUTION



94,500

Total Magazine Circulation

55,506

Independents

37,347

Chains

1,647

Other



50,000

Total Magazine Circulation

28,922

Independents

20,555

Chains

523

Other

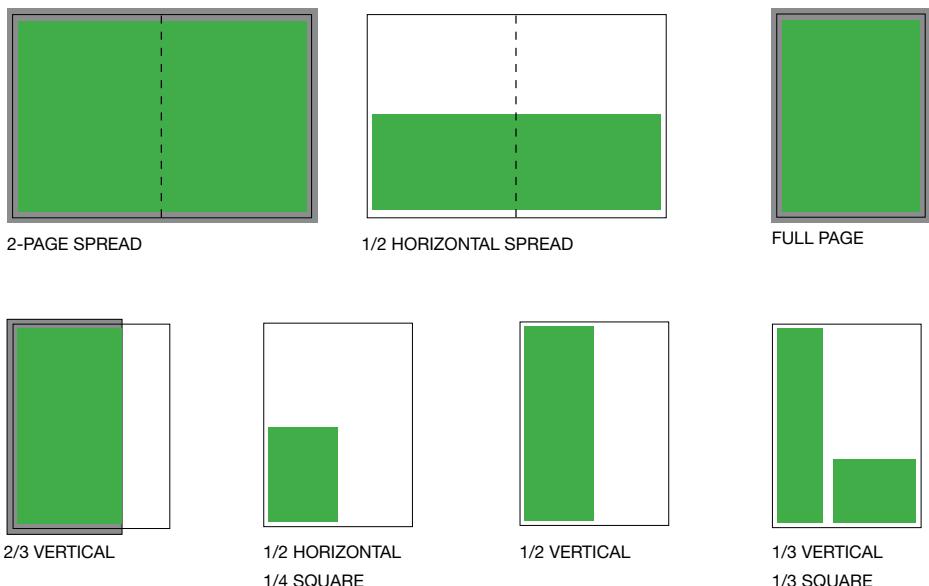
CSP RATES & SPECS

Ad Type	Non-Bleed (within margins)	Ad Specs
Spread	15"W x 9.75"H	Bleed: 17.25"W x 10.75"H Trim: 17"W x 10.5"H
1/2 Horizontal Spread	15"W x 4.5"H	Bleed: 17.25"W x 5.5"H Trim: 17"W x 5.25"H
Full Page	7.5"W x 9.75"H	Bleed: 8.75"W x 10.75"H Trim: 8.5"W x 10.5"H
2/3 Vertical	4.9"W x 9.25"H	—
1/2 Horizontal	7.4"W x 4.5"H	Bleed: 8.75"W x 5.5"H Trim: 8.5"W x 5.25"H
1/2 Vertical	3.6"W x 9.25"H	—
1/3 Vertical	2.375"W x 9.25"H	Bleed: 3"W x 10.75"H Trim: 2.875"W x 10.5"H
1/3 Square	4.875"W x 4.8"H	—
1/4 Vertical/Square	3.625"W x 3.7"H	—

Rates (net pricing)	1x	3x	6x	9x	12x	18x
Spread	\$20,321	\$20,247	\$19,860	\$19,361	\$18,859	\$18,239
Full Page	\$10,160	\$10,123	\$9,930	\$9,680	\$9,429	\$9,119
2/3 Page	\$9,075	\$8,882	\$8,611	\$8,491	\$8,306	\$8,051
1/2 Page	\$6,527	\$6,409	\$6,260	\$6,195	\$6,068	\$5,921
1/3 Page	\$5,765	\$5,679	\$5,544	\$5,483	\$5,388	\$5,295
1/4 Page	\$5,470	\$5,383	\$5,270	\$5,219	\$5,122	\$5,004

AD SIZES/MAGAZINE TRIM SIZE: 8.5"W X 10.5"H

NON-BLEED BLEED



Ad submission

All ad files should be submitted via AdShuttle—
go to: www.adshuttle.com/winsightmedia

PDF file preparation

- PDF X-1A version 1.3 (Adobe 4) mandatory
- Convert all color space to CMYK
- Convert all fonts to outlines if possible
- All images should be 300 dpi
- Flatten layers/transparencies
- Proofs are no longer required

Heather Stenson

Production Manager

(312) 940-1979

hstenson@winsightmedia.com

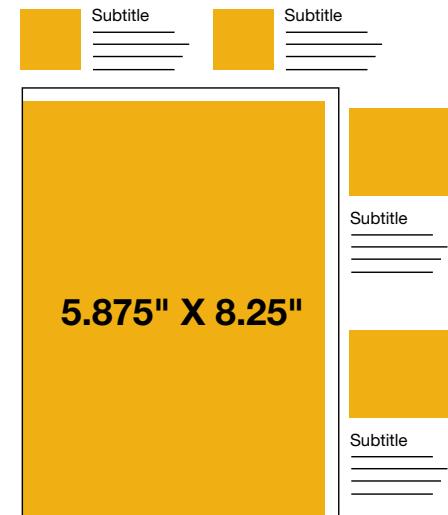
CONVENIENCE STORE PRODUCTS RATES & SPECS

Ad Type	Non-Bleed (within margins)	Ad Specs
Spread	17"W x 9.875"H	Bleed: 18.25"W x 11.125"H Trim: 18"W x 10.875"H
1/2 Horizontal Spread	17"W x 4.875"H	Bleed: 18.25"W x 5.53"H Trim: 18"W x 5.4"H
Full Page	7.833"W x 9.875"H	Bleed: 9.25"W x 11.125"H Trim: 9"W x 10.875"H
Full Page Wrap	See image for component specs	Bleed: 9.25"W x 11.125"H Trim: 9"W x 10.875"H
1/2 Horizontal	7.875"W x 4.875"H	Bleed: 9.25"W x 5.53"H Trim: 9"W x 5.4"H
1/2 Vertical	3.7"W x 9.875"H	—
1/3 Vertical	2.75"W x 9.875"H	Bleed: 3.375"W x 11.125"H Trim: 3.25"W x 10.875"H
1/4 Square	3.75"W x 4.9"H	—

Rates (net pricing)	1x	3x
Spread	\$16,428	\$15,125
Full Page	\$8,734	\$8,080
1/2 Page	\$5,654	\$4,564
1/3 Page	\$4,264	\$3,991
1/4 Page	\$3,615	\$3,399

AD SIZES/MAGAZINE TRIM SIZE: 9"W X 10.875"H

NON-BLEED BLEED



Ad submission

All ad files should be submitted via AdShuttle—
go to: www.adshuttle.com/winsightmedia

PDF file preparation

- PDF X-1A version 1.3 (Adobe 4) mandatory
- Convert all color space to CMYK
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- All images should be 300 dpi
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- Proofs are no longer required

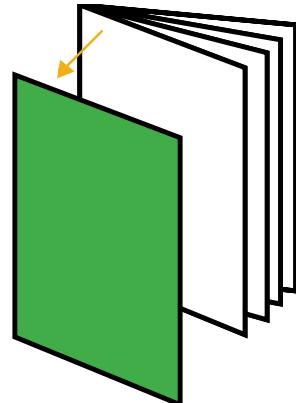
Heather Stenson

Production Manager

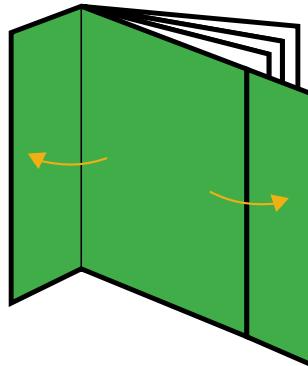
(312) 940-1979

hstenson@winsightmedia.com

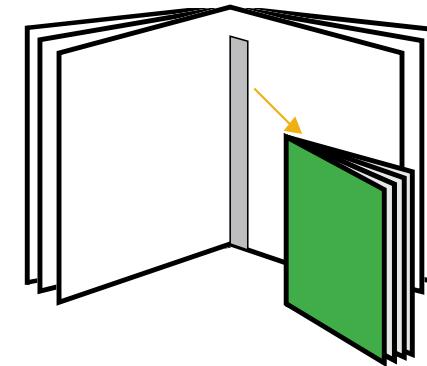
HIGH-IMPACT AD UNITS



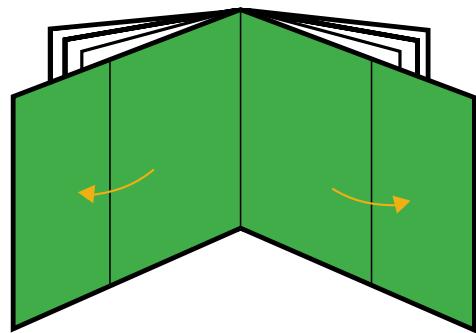
COVER TIP



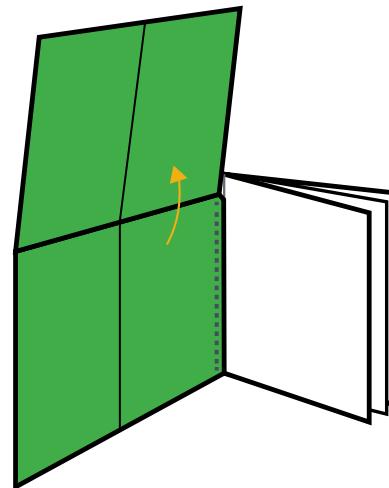
FRENCH DOOR COVER



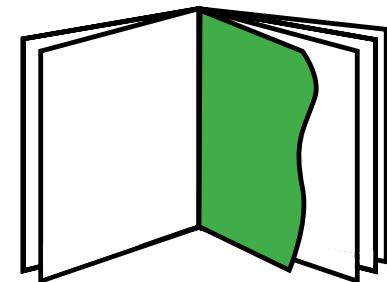
REMOVABLE BOOKLET



DOUBLE-GATE INSERT



POSTER UNIT



DIE-CUT INSERT

Learn more at CSPDailyNews.com/advertise
More innovative concepts and pricing available upon request.

REACH KEY C-STORE CATEGORY BUYERS AND DECISION MAKERS

CSP's B2B Mall is our special advertising section, providing an efficient and effective way to get your sales message heard. Our unmatched circulation and proven record in the convenience and petroleum retailing industry work together to provide the best ROI for your marketing dollars.

Email print ad files in PDF X1A Version 1.3 (Adobe 4 compatible) format to hstenson@winsightmedia.com



Ad Type	Size	Cost
Full Page	7.25"W x 9"H	\$2,000 (net/issue)
Half Page	7.25"W x 4.5"H	\$1,000 (net/issue)
Quarter Page	3.5"W x 4.5"H	\$550 (net/issue)



Winsight®

Events



ABOUT WINSIGHT EVENTS



10,000+

Attendees



100+

Sessions



10+

Events



50+

Speakers

2020 EVENT LINEUP

18-19
FEB

**Convenience
Retailing
University**

Sheraton
New Orleans, LA

24-26
MAR

**Dispensed
Beverages
Forum**

Sheraton Suites Chicago O'Hare
Rosemont, IL

7-9
APR

**NACS
SOI
Summit**

Hyatt Regency O'Hare
Chicago, IL

TBD
APR

**CBD &
Convenience
Retail - West**

TBD

12-14
MAY

**C-Store
Foodservice
Forum**

Sheraton Suites Chicago O'Hare
Rosemont, IL

9-12
AUG

**Outlook
Leadership
Conference**

Omni Grove Park Inn
Asheville, NC

29-1
SEP/OCT

**Cold
Vault
Forum**

Sheraton Suites Chicago O'Hare
Rosemont, IL

12 OR 13
OCT

**Retail Leader
of the Year**

Las Vegas, Nevada

TBD
OCT

**CBD &
Convenience
Retail - East**

TBD



Winsight®

CONVENIENCE PORTFOLIO

CONVENIENCE RETAILING UNIVERSITY

Inspiring categories are key to a convenience store's success. A robust cold vault, fresh foodservice (premade or on-site), captivating coffee and fountain bar, and a cool collection of popular and innovative candies and snacks are all critical in creating a captivating customer experience.

Convenience Retailing University (CRU) is not about rehashing the old. It's about new approaches to drive your core categories, new ways to integrate technology and new research to understand the fickle consumer.

CRU is your home for discovering creative solutions to your everyday challenges.

Retailer attendance

- More than 300 in attendance at CRU 2019
- 175 c-store retailers
- 5 of the top 10 chains represented
- 41 of the top 101 chains represented
- 135 supplier partners

OUTLOOK LEADERSHIP

The Outlook Leadership conference brings together the right mix of more than 300 convenience and petroleum retailing executive-level retailers and the supplier partners that serve them. It's the industry's premier, invitation-only event where you'll establish key partnerships, address real challenges and just get away. Only at this event will you find actionable solutions for long-term success during these times of unprecedented change.

Retailer attendance

- More than 350 in attendance at OL 2019
- More than 150 c-store retailers
- 8 of the top 10 chains represented
- 42 of the top 101 chains represented
- More than 140 supplier partners



EDUNETWORKING PORTFOLIO



Catering to beverage-craving customers can help capture more foot traffic and profits. When asked, consumers consistently say convenience and fast service are extremely important when deciding where to get their daily fix. Certainly, quality and the ability to craft a beverage that's "just right" are also on the list of must-haves. CSP's 12th annual Dispensed Beverages Forum will help retailers their dispensed beverage sets in 2020 and understand trends in product, equipment, cups and flavors that are driving consumption. For instance, consumers appreciate transparency in product sourcing, along with environmentally conscious cup options. This meeting provides research learnings and networking opportunities to help retailers grow sales and profits.

Sponsor Benefits	Principal Partner
Tabletop Display Throughout Duration of Event (6-foot Table)	•
Participation in Speed Insight Sessions	Approx. 15 Retailers
Number of Attendees	2
Full-Page Ad in CSP or Mutually Agreed Digital Offering	•
Price	\$15,000

Meal Sponsorship**	Breakfast	Lunch	Happy Hour	Dinner
Integration of 4 SKUs				
Product Display Table	\$2,500	\$4,000	\$4,500	\$6,500
One Additional Attendee				

*Closed for other marquee sponsors, but supporting sponsors within subcategory can attend

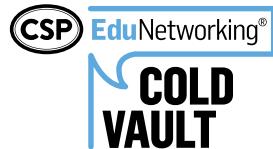
**Available to supporting sponsors that do not compete with marquee sponsors



Convenience stores continue to improve their reputation as food destinations for the discerning hungry customer. Whether they are seeking indulgence or healthy foods, consumers are more likely to stop at a convenience store to curb their hunger. Prepared-food offerings continue to expand, and some stores are offering ready-made meals for take-home consumption. Still, labor challenges and food safety concerns keep operators on the lookout for better training and hiring techniques. Whether your stores offer traditional roller-grill foods or full-service, made-to-order meals, you need to know the latest food trends. CSP's fifth annual C-Store Foodservice Forum brings together all levels of foodservice operators. In addition, you'll experience an evening of fun and food in Chicago, a favorite food mecca.

Sponsor Benefits	Title Sponsor (1 Available)	Principal Partner
Tabletop Display Throughout Duration of Event	•	•
Participation in Speed Insight Sessions	Approx. 15 Retailers	Approx. 15 Retailers
Number of Attendees	4	2
Full-Page Ad in CSP or Mutually Agreed Digital Offering	•	•
Price	\$50,000	\$15,000

EDUNETWORKING PORTFOLIO



Packaged beverages garner the highest gross-profit dollar average among in-store categories, and sales and profits for the category both rose in 2018, according to NACS State of the Industry data. But retailers continue to face a barrage of new products and line extensions, creating an ongoing challenge to select the “right” assortment and merchandise it well in a limited space. Whether you manage alcohol, nonalcohol or both, CSP’s annual Cold Vault Forum is where you can collaborate with suppliers and fellow retailers and share ideas for boosting your cold vault sales and profits. CSP brings retailers and suppliers together and provides data and insights on consumer behaviors to help operators create the best assortment for their customers, from waters and soft drinks to energy, beer and wine.

Sponsor Benefits	Principal Partner (16 Available)
Tabletop Display Throughout Duration of Event (6-foot Table)	•
Participation in Speed Insight Sessions	Approx. 15 Retailers
Number of Attendees	2
Full-Page Ad in CSP or Mutually Agreed Digital Offering	•
Price	\$15,000

Meal Sponsorship**	Breakfast	Lunch	Happy Hour	Dinner
Integration of 4 SKUs				
Product Display Table	\$2,500	\$4,000	\$4,500	\$6,500
One Additional Attendee				

*Closed for other marquee sponsors, but supporting sponsors within subcategory can attend

**Available to supporting sponsors that do not compete with marquee sponsors



As the commercial availability of CBD (cannabidiol) and hemp grows, so does its ambiguity. All that can be said for certain today is that there’s a great deal of confusion in the marketplace. Convenience retailers are struggling to understand if they should be jumping into the market or risk losing out entirely to competitors. Questions abound on what is legal, what products and suppliers can be trusted, and how to educate staff and customers. This third Winsight conference on CBD is designed to answer these questions while helping convenience retailers decide when to enter the market and understand what’s available to sell. Join us as we bring in experts to share the pros and cons of CBD and the opportunity for convenience stores.

Sponsor Benefits

Principal Partner

(16 Available)

Tabletop Display Throughout Duration of Event
(6-foot Table)



Participation in Speed Insight Sessions



Number of Attendees



Full-Page Ad in CSP or Mutually Agreed Digital Offering



Price

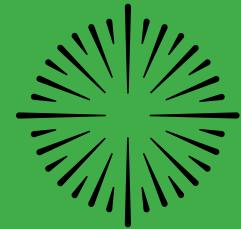
\$15,000

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