

# 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

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# 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.



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VP of Content Strategy



**Steve Holtz**  
Director of Content,  
Convenience Group



**Samantha Oller**  
Managing Editor, Fuels



**Angel Abcede**  
Senior Editor, Tobacco



**Kristina Peters**  
Senior Editor,  
C-Store Products Magazine



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Technology & Services



**Hannah Prokop**  
Associate Editor, Center Store



**Jennifer Bulat**  
Director, Editorial Production



**Mitch Morrison**  
Vice President,  
Retailer Relations

## 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.*

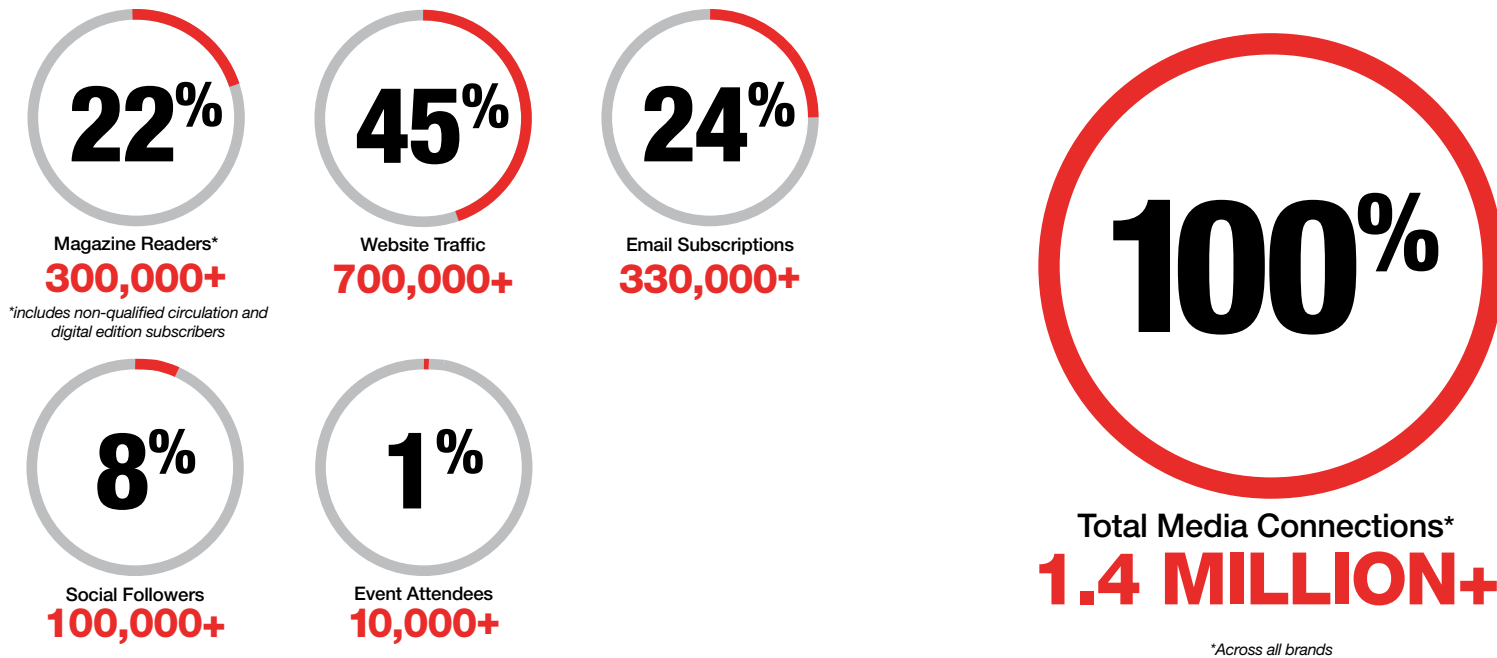


# HELPING GROW YOUR BUSINESS

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



## 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**



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

# 2020 EDITORIAL CALENDAR

MONTH	ANCHOR	CATEGORY FOCUS	PLUS	KITCHEN	TOBACCO	FUELS	BEVERAGES	TECH/ SERVICES	CENTER OF STORE (S&C + GM)	BONUS DISTRIBUTION
<b>JANUARY</b> 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
<b>FEBRUARY</b> Close Date: 1/7 Mats. Due: 1/10 <i>Ad Readership Study</i>	*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
<b>MARCH</b> 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
<b>APRIL</b> 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
<b>CS Products Spring Issue</b> Close Date: 3/12 Mats. Due: 3/18 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.										SIGMA Spring Convention, CSP Foodservice Forum, NRA Show, Sweets & Snacks Expo, Restaurant Trends & Directions, Outlook Leadership Conference

\* Issue Extension Opportunity

\*\* Events Opportunity

Learn more at [CSPDailyNews.com/advertise](https://www.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
<b>MAY</b> 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
<b>NACS State of the Industry Summit Special Issue</b> Close Date: 4/22 Mats. Due: 4/28 This 18th annual special issue includes category analysis of all key c-store industry segments, interpretation of data and expert insights.										
<b>JUNE</b> 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	
<b>JULY</b> 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
<b>AUGUST</b> 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

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# 2020 EDITORIAL CALENDAR

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<b>SEPTEMBER</b> 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
<b>*CS Products Fall Issue</b> Close Date: 8/24 Mats. Due: 8/27 <p>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.</p>										
<b>OCTOBER</b> 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
<b>NOVEMBER</b> 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	
<b>DECEMBER</b> 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

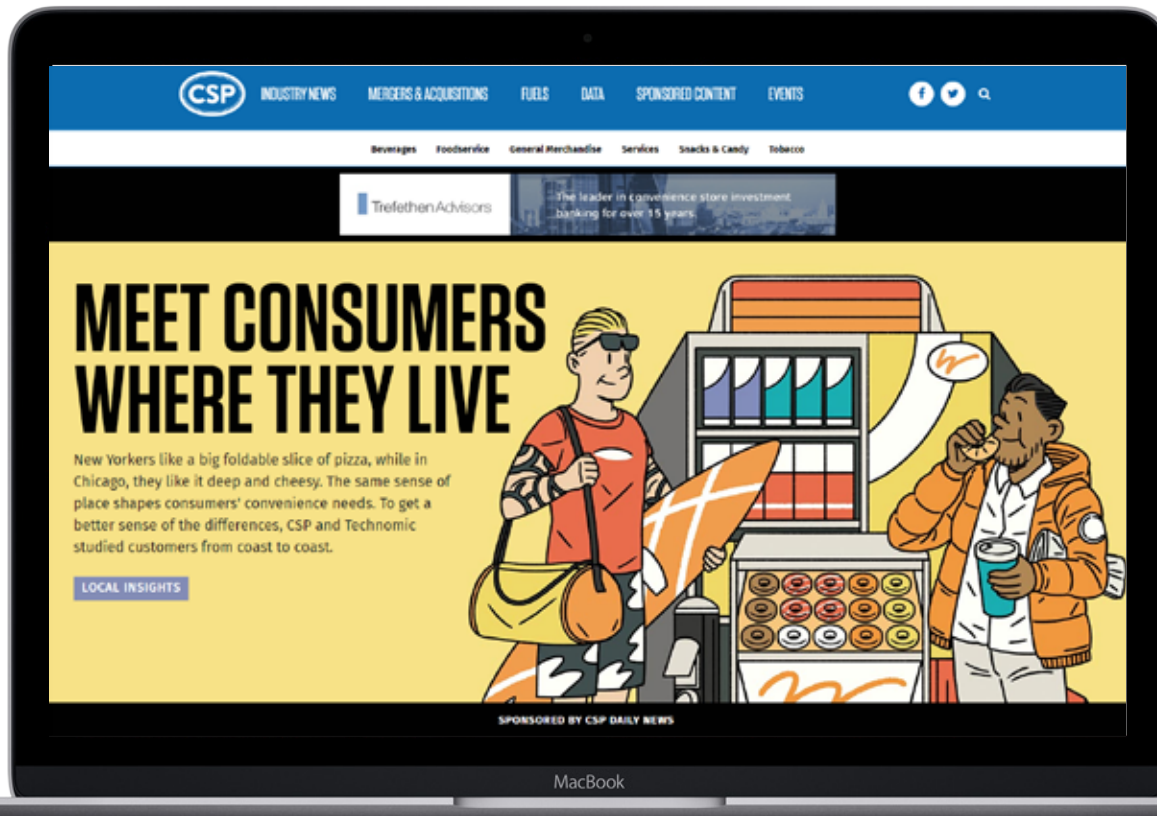
\*\* Events Opportunity

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 Editorial calendar is subject to change.



CONVENIENCE STORE  
PRODUCTS

# DIGITAL OPPORTUNITIES



CSP

# DIGITAL ROI



**165,000+**

Monthly unique visitors  
(18% growth YOY)

**90%**

website visitors are  
new visitors per month

**40,000+**

eNewsletter registrants

**615,000+**

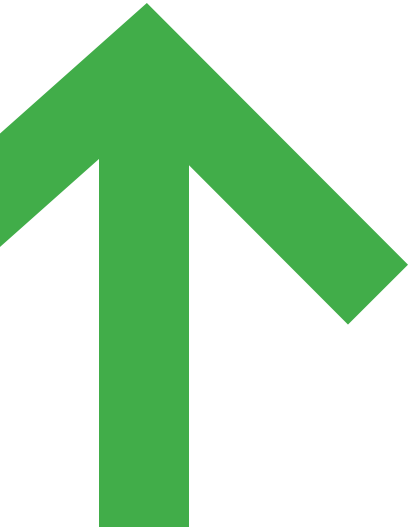
Monthly page views

**18%**

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

**1:31**

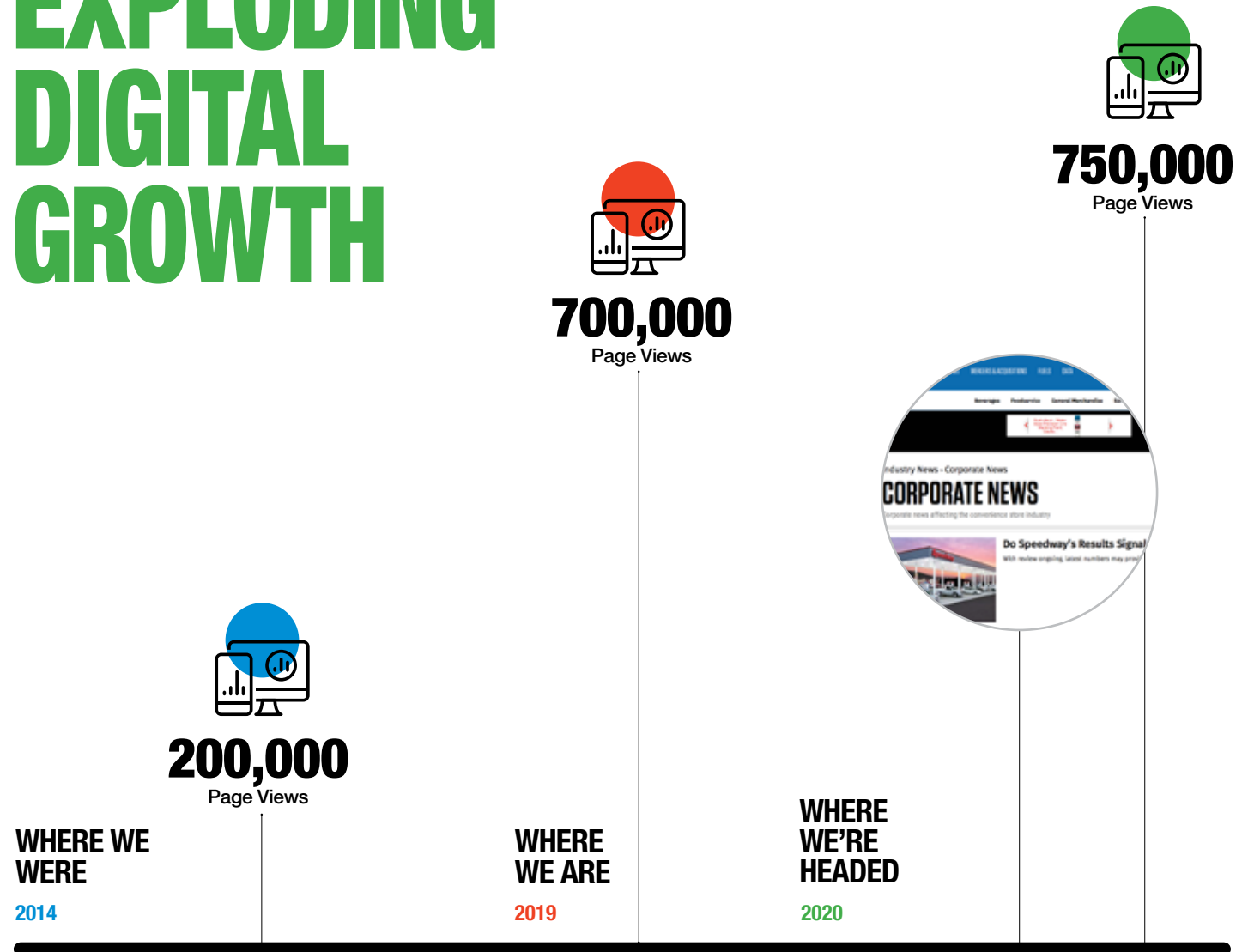
Average time spent online



## 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.

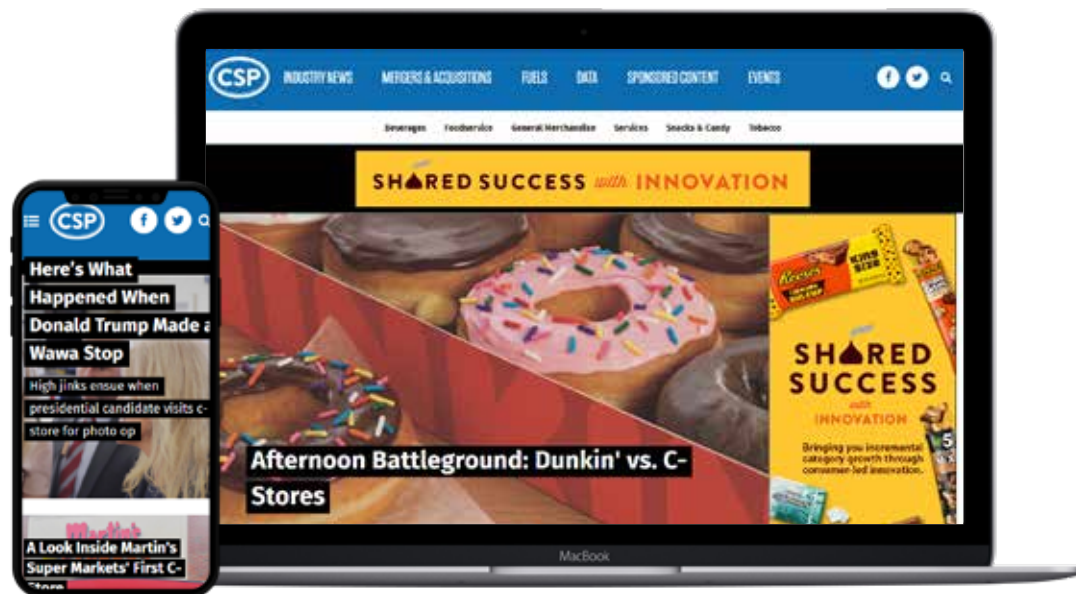
## Advertising opportunities

**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

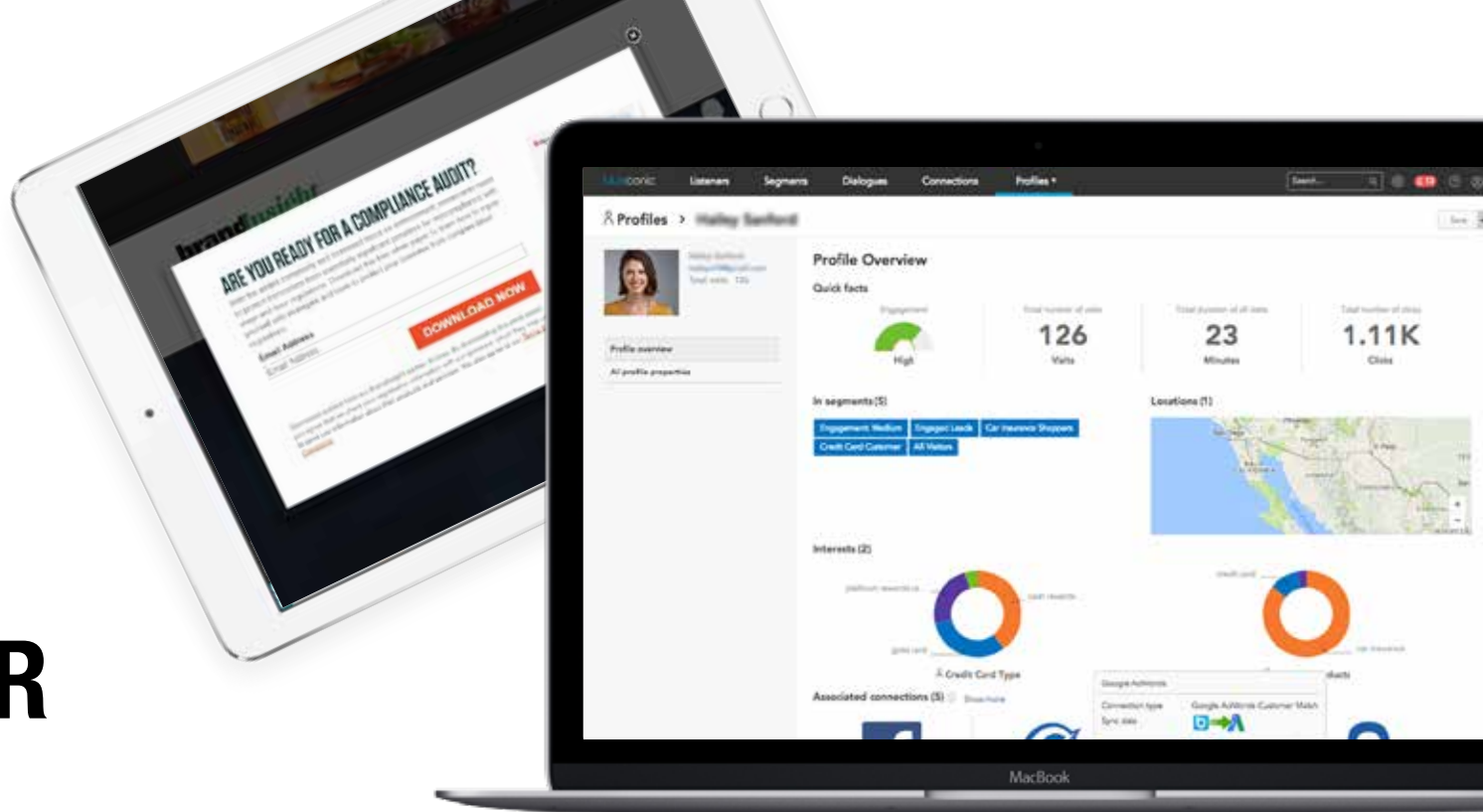
- This ad serves in the leaderboard spot on CSPDailyNews.com.
- Video with a 4:1 aspect ratio
- Image with a 4:1 aspect ratio

**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

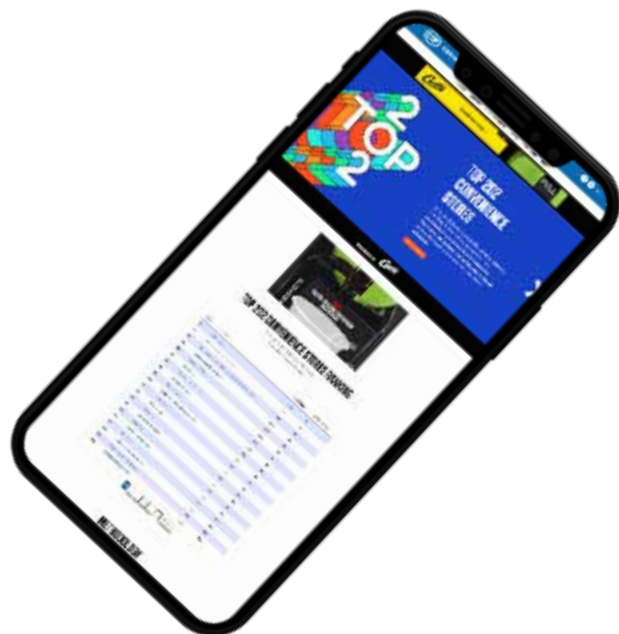
Available on Winsight and Winsight Partner Websites

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

CSP

# SHOWCASE PACKAGES



## EXCLUSIVE! DIGITAL SLIDESHOW

- 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

## 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

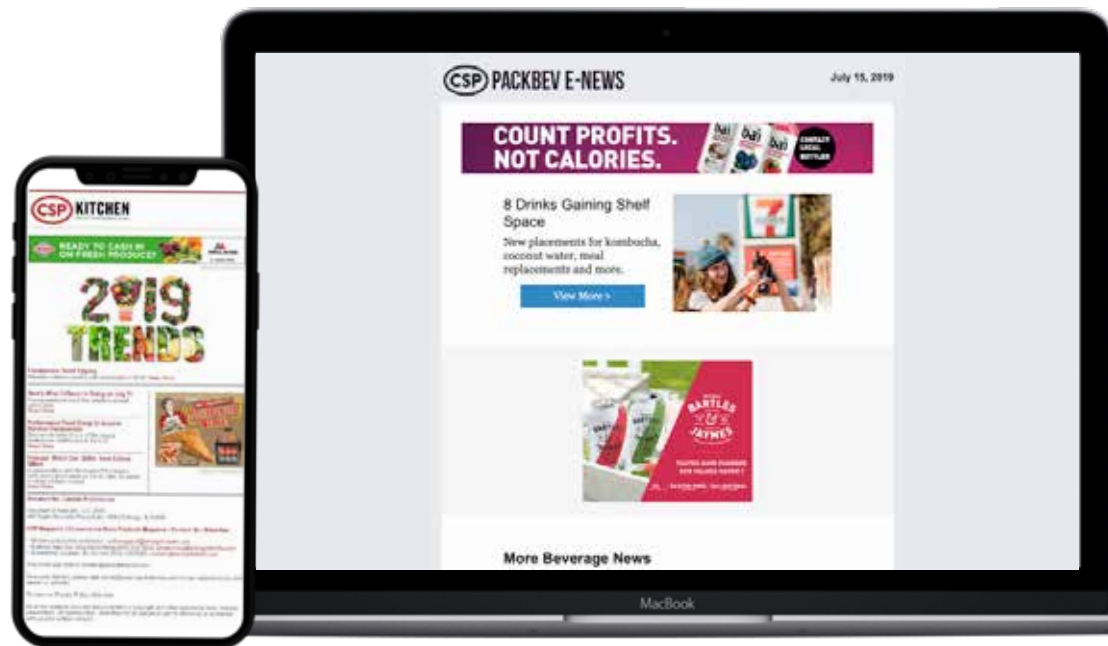
- **Frequency:** Weekly (Thursday)
- **Estimated impressions:** 7,250
- **Distribution:** 40,000
- **Audience:** Key c-store industry executives, managers, buyers and decision-makers

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

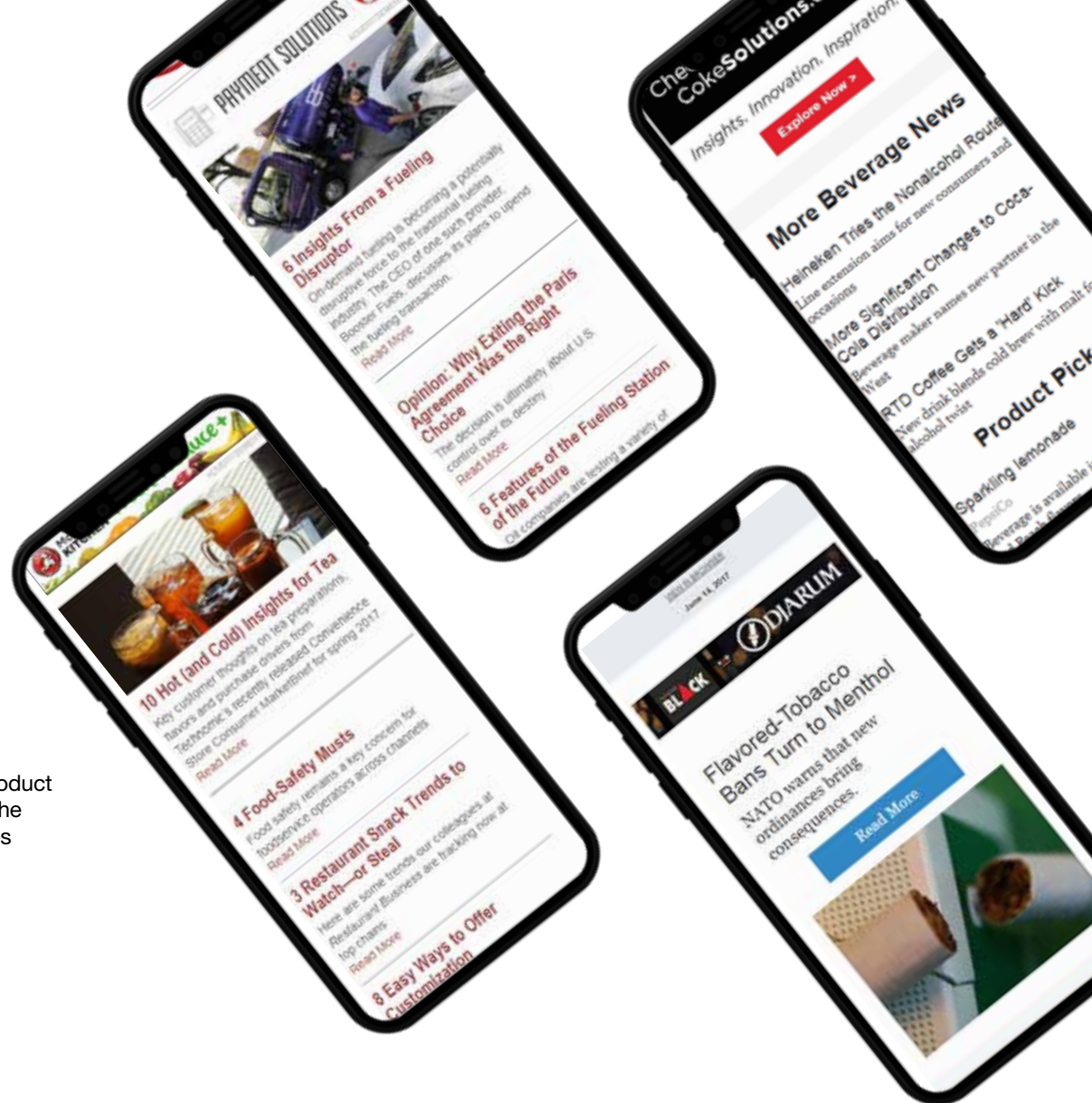
Additional content creation fee of \$1,000 if CSP writes/hosts the article

# 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





# BRANDED ARTICLE

# 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**



# CUSTOM SLIDESHOW



## 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**



# CASE STUDIES

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

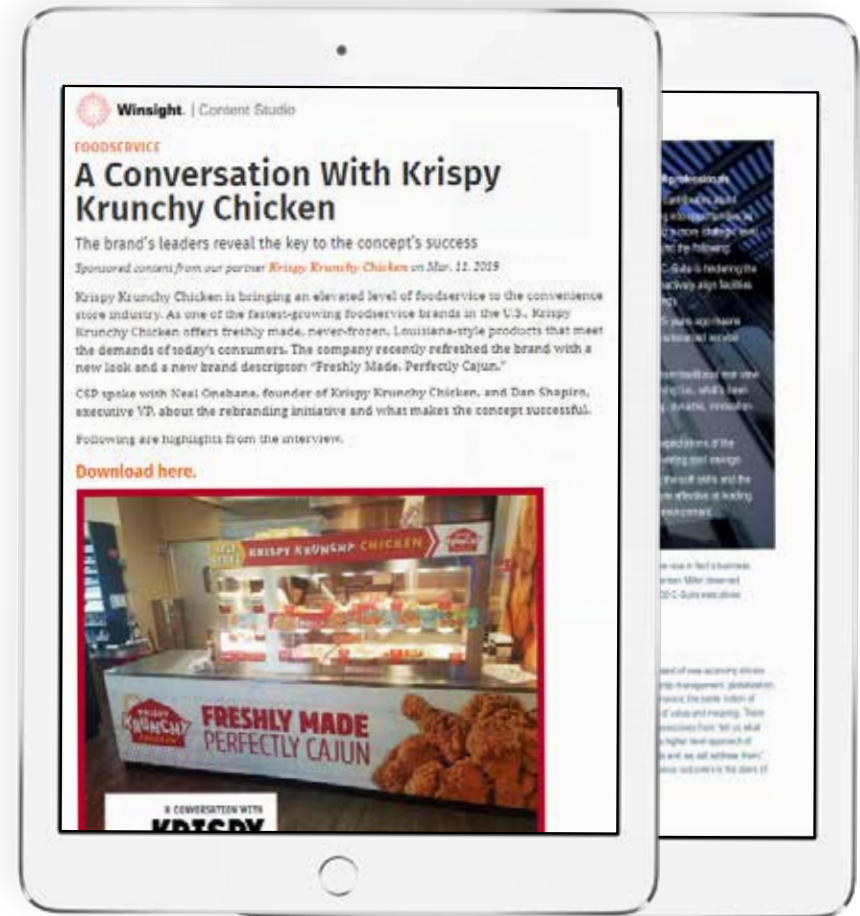
## Marketing

- 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**



# CSP 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**



# CSP 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

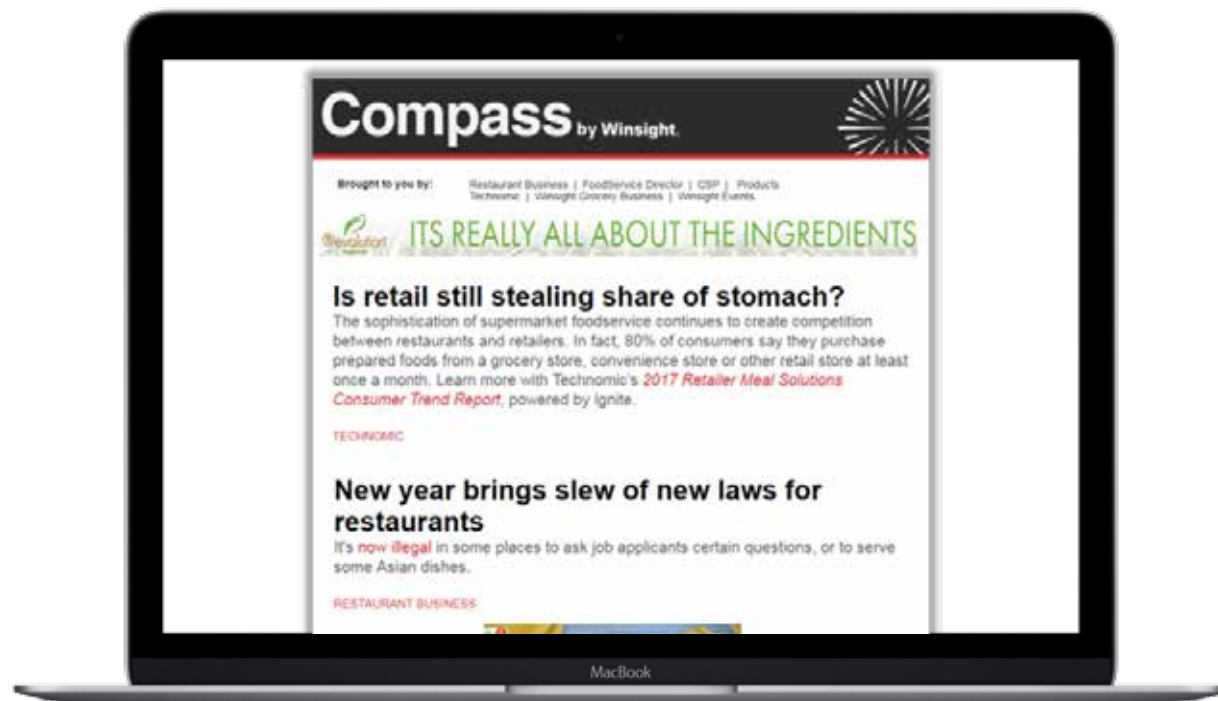
## Contact Us



# 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)**



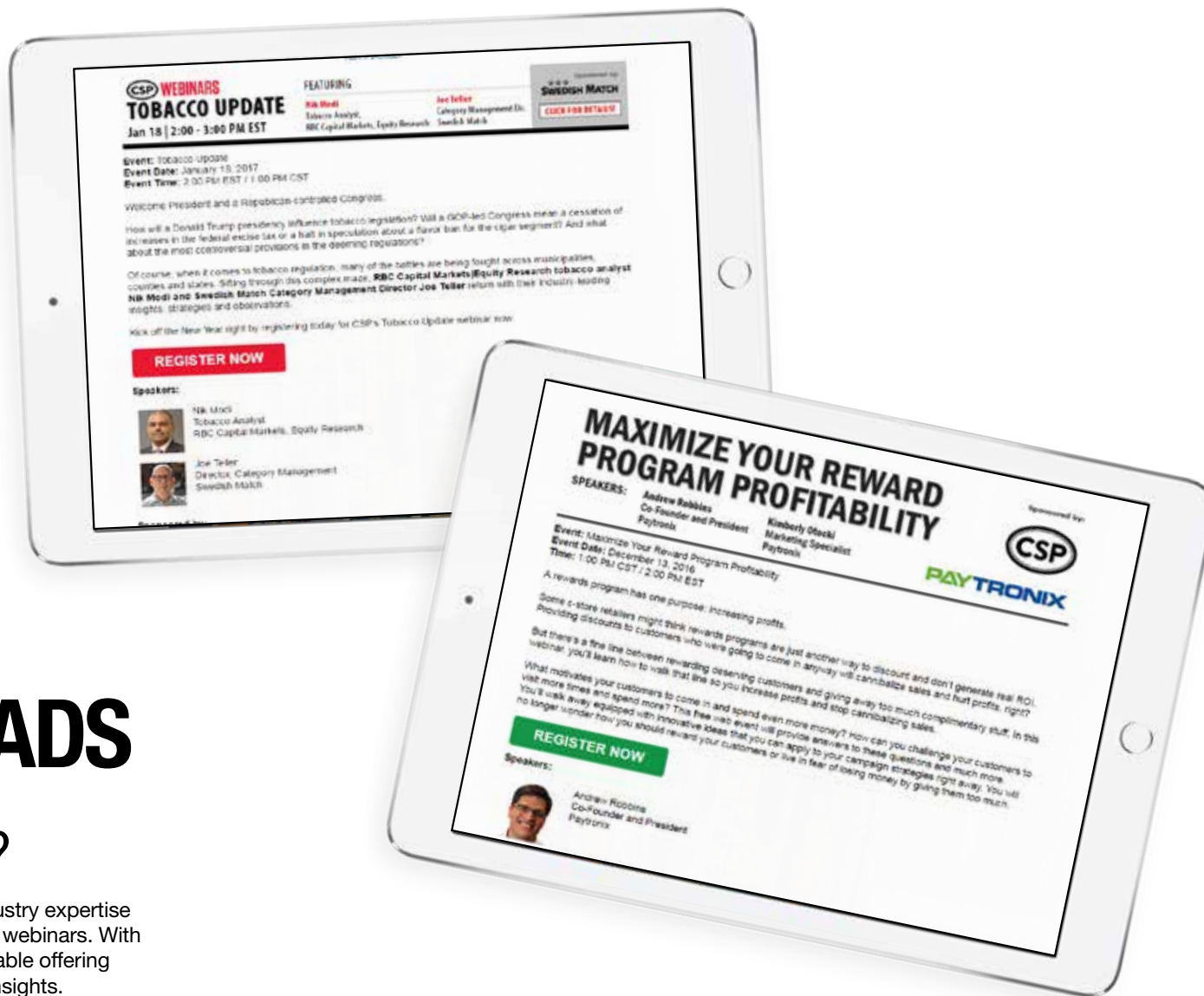
# GENERATE STRONG LEADS

## 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**



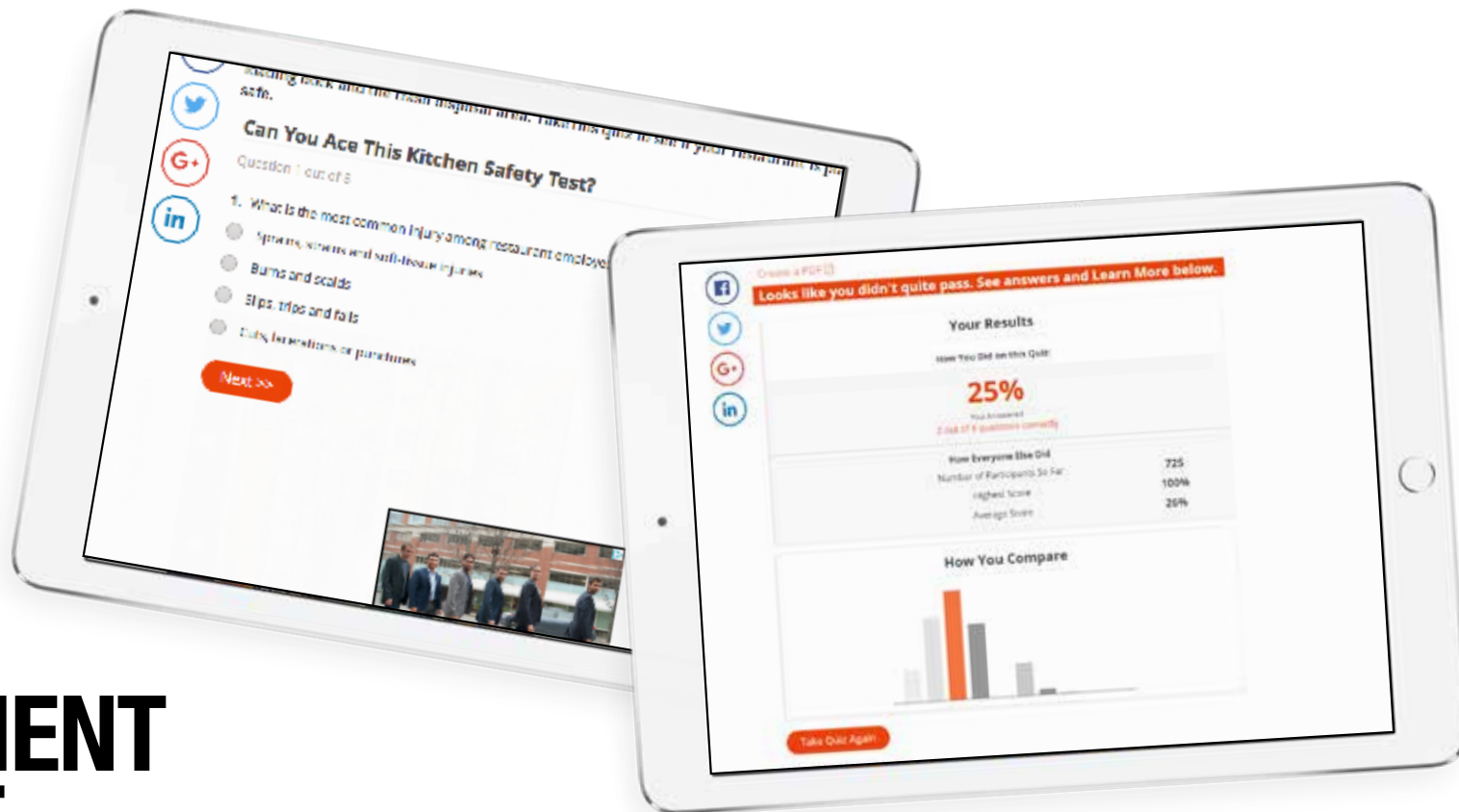
Notes: Fixed media/marketing promotions include 2 eBlasts + 2 eNewsletter ads. Our webinars can be easily repurposed and are available on-demand for up to 12 months.

# 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

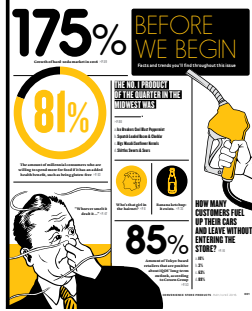
**Cost: \$10,000**





CONVENIENCE STORE  
PRODUCTS

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

Source: June 2019 BPA

Other: Supermarkets, mass merchandise, drug stores, wholesalers, distributors and military

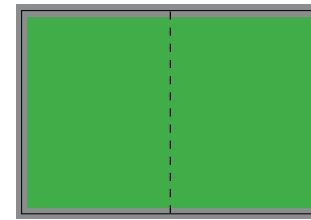
# CSP RATES & SPECS

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	—

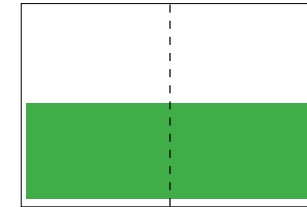
Rates (net pricing)	1x	3x	6x	9x	12x	18x
Spread	\$20,321	\$20,247	\$19,860	\$19,361	\$18,859	\$18,239
Full Page	\$10,160	\$10,123	\$9,930	\$9,680	\$9,429	\$9,119
2/3 Page	\$9,075	\$8,882	\$8,611	\$8,491	\$8,306	\$8,051
1/2 Page	\$6,527	\$6,409	\$6,260	\$6,195	\$6,068	\$5,921
1/3 Page	\$5,765	\$5,679	\$5,544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

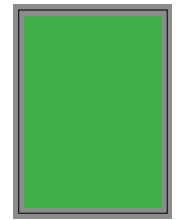
■ NON-BLEED ■ BLEED



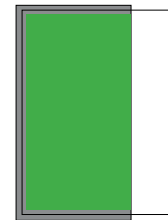
2-PAGE SPREAD



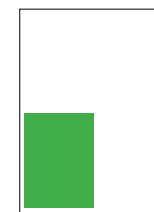
1/2 HORIZONTAL SPREAD



FULL PAGE



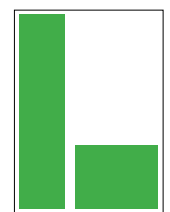
2/3 VERTICAL



1/2 HORIZONTAL  
1/4 SQUARE



1/2 VERTICAL



1/3 VERTICAL  
1/3 SQUARE

## Ad submission

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

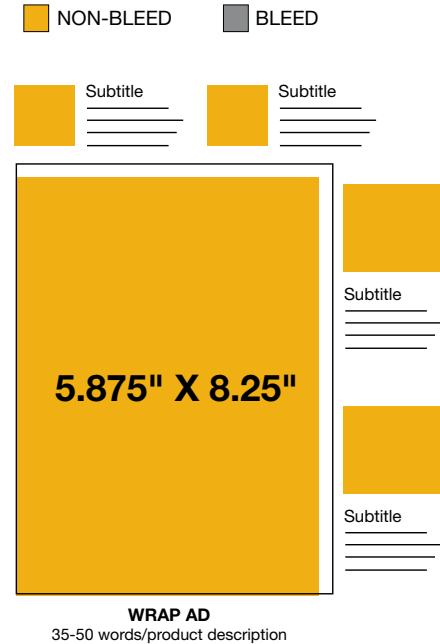
[hstenson@winsightmedia.com](mailto:hstenson@winsightmedia.com)

# 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



## Ad submission

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

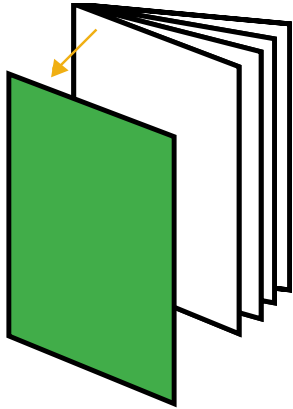
**Heather Stenson**

Production Manager  
(312) 940-1979

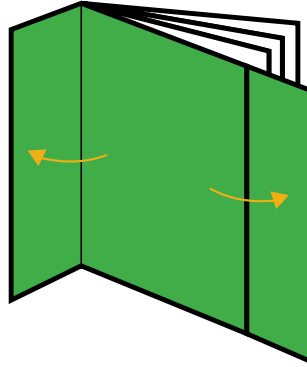
[hstenson@winsightmedia.com](mailto:hstenson@winsightmedia.com)



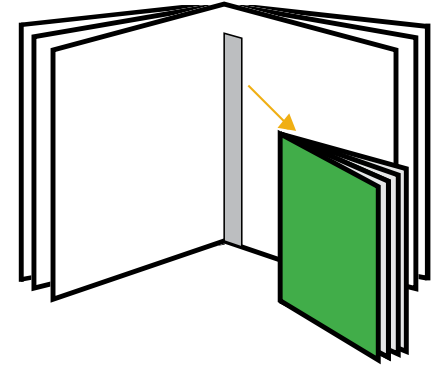
# CSP HIGH-IMPACT AD UNITS



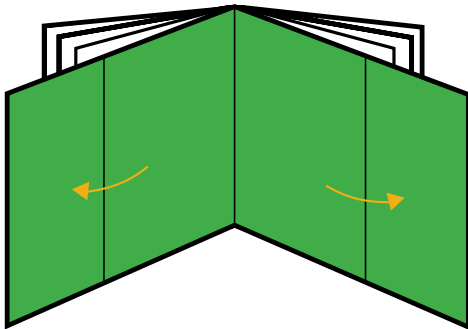
COVER TIP



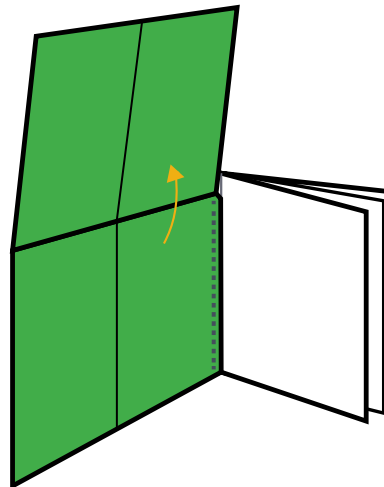
FRENCH DOOR COVER



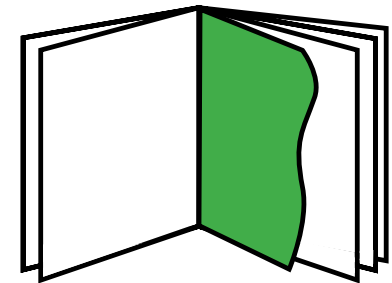
REMOVABLE BOOKLET



DOUBLE-GATE INSERT



POSTER UNIT



DIE-CUT INSERT

Learn more at [CSPDailyNews.com/advertise](https://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](mailto:hstenson@winsightmedia.com)



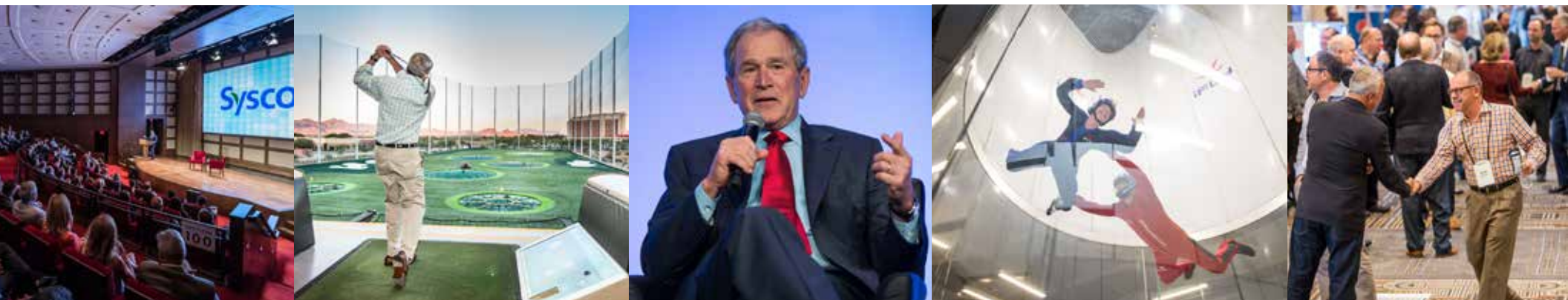
Ad Type	Size	Cost
Full Page	7.25"W x 9"H	\$2,000 (net/issue)
Half Page	7.25"W x 4.5"H	\$1,000 (net/issue)
Quarter Page	3.5"W x 4.5"H	\$550 (net/issue)





**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



# CONVENIENCE PORTFOLIO



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



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

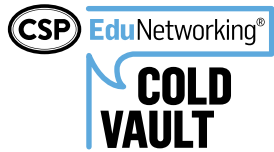
\*\*Available to supporting sponsors that do not compete with marquee sponsors



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	2
Full-Page Ad in CSP or Mutually Agreed Digital Offering	•
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