

GACS TODAY



Successfully grow your business by uniting with the top leaders in the convenience store industry in Georgia. Promote your company's products or services through *GACS Today*, the quarterly print and digital magazine and *The GACS Membership Directory*.



For more information, please contact Dan Shuford at 770.231.0943 or at publications@gacs.com

A B O U T G A C S

GACS HISTORY

Convenience store operators united together in 1973 to form The Georgia Association of Convenience Stores, Inc. (GACS). Sunday Blue Laws convinced operators and owners across the state to create a much stronger united voice at the State Capitol. Today, this is still the primary reason for GACS to exist. GACS Staff monitors legislation daily during the Georgia General Assembly (January-April) and reports changes to the membership on a regular basis. As a cohesive force, GACS has successfully fought many legislative battles.

GACS VISION STATEMENT

Collectively, GACS is the respected leader of the Georgia convenience store industry, trusted to proactively and collaboratively advance our businesses in service to the consumer and our communities.

GACS MISSION STATEMENT

GACS members advance the success of the convenience store industry through political engagement, knowledge circulation, and relevant services.

GACS GOVERNANCE

The Georgia Association of Convenience Stores is governed by an elected Board of Directors representing the convenience store industry throughout the state of Georgia.

As well as a retail board of directors, GACS also has a strong group of suppliers that form the Supplier Committee, whose members work hard to ensure that all suppliers reap a high return on their membership and events investments.

**Join GACS today and obtain a legislative advocate
for you and your business!**



ADVERTISING RATES

Package A: \$6,900

- Full page, Full color ad in 4 issues of GACS Today
- Full page, Full color ad in the GACS Membership Directory & Resource Guide
- Full page, Full color ad in the GACS Trade Show Guide

Package B: \$3,800

- ½ page, Full color ad in 4 issues of GACS Today
- ½ page, Full color ad in the GACS Membership Directory & Resource Guide

Package C: \$4,200 – New for 2022-2023!

- ½ page, Full color ad in 4 issues of GACS Today
- **Full page**, Full color ad in the GACS Membership Directory & Resource Guide

Cost per issue of ads bought individually:

| All Full Color Rates: | GACSToday | Directory | Trade Show Guide |
|----------------------------|-----------|-----------|------------------|
| Double Page Spread | \$2,500 | \$2,800 | |
| Outside Back Cover | \$2,300 | \$2,700 | \$800 |
| Inside Front or Back Cover | \$2,000 | \$2,600 | \$750 |
| Full Page | \$1,500 | \$2,000 | \$500 |
| 1/2 Page | \$1,000 | \$1,500 | \$250 |
| 1/4 Page | \$600 | \$900 | |
| 1/8 Page | \$400 | \$500 | |

Note: GACS is currently planning and developing a program that will provide the opportunity for digital advertising on the GACS website. Once completed, an announcement will be sent out and the options and rates will be included in an updated Media Kit.

Ad materials should be sent to **Dan Shuford** at publications@gacs.com.

Checks should be made payable to and remitted to:

Georgia Association of Convenience Stores

168 N. Johnston Street. Suite 209, Dallas, Georgia 30132

If you would like to pay by credit card, please fill out the information below and either fax to GACS at 770.736.9725 or scan back to accounting@gacs.com.

Card # _____ Exp. Date _____ Security # _____

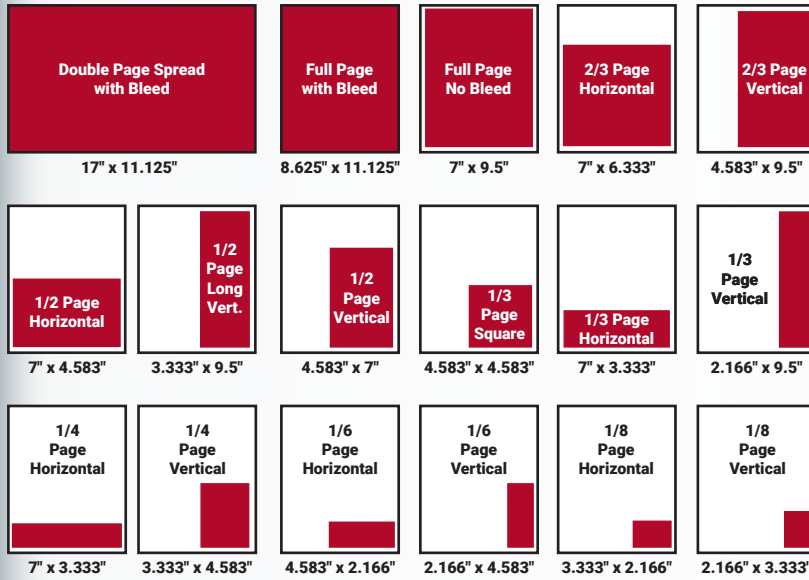
Company Name _____

Name on Card _____

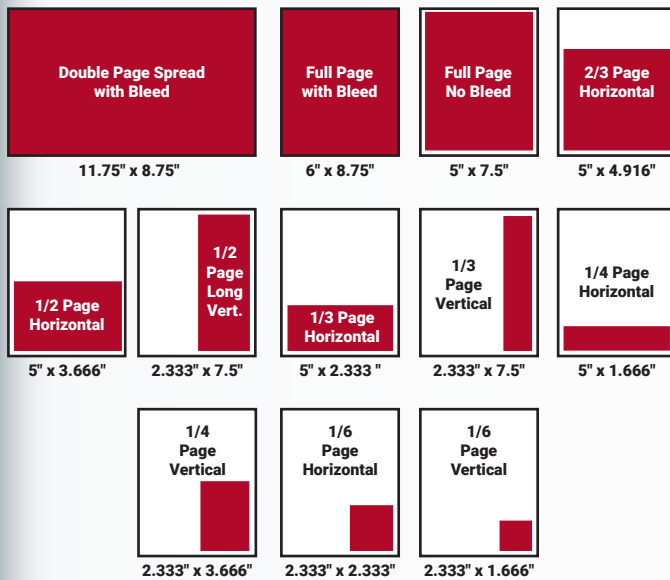
Signature _____ Payment Amount _____

P R I N T A D S P E C S

Magazine and Trade Show Guide Trim Size: 8.375" x 10.875"



Directory Trim Size: 5.75" x 8.5"



The Fine Print

GACS is not liable for any failure or delay in printing, publishing, or circulating any copies of the issue of the publication in which advertising is placed pursuant to an insertion order that is caused by, or arising from, an act of God, accident, fire, strike, terrorism or other occurrence beyond our control.

GACS is not liable for any failure or delay in publishing in the publication of any advertisement submitted to it and will only guarantee positioning of advertisements in the publication if the positioning premium has been paid, and has been requested in writing (email is OK).

The liability of GACS for any act, error or omission for which it may be held legally responsible shall not exceed the cost of the advertising space affected by the error and shall be rectified by being included in a subsequent issue and shall not be liable for any indirect, consequential, special or incidental damages, including, but not limited to, lost income or profits.

Advertiser represents and warrants that each advertisement submitted by it for publication in the GACS Today or Membership Directory contains no copy, illustrations, photographs, text or other content that may result in any claim against GACS. Advertiser shall indemnify and hold harmless GACS from and against any damages and related expenses (including attorneys' fees) arising from the content of advertisements, including, but not limited to, claims of invasion of privacy, unauthorized use of names or pictures of living persons, trademark infringement, copyright infringement, libel and misrepresentation.

GACS' acceptance of an advertisement for publication does not constitute an endorsement of the product or service advertised. No advertiser may use the GACS' or GACS Today's name or logo without prior written permission for each such use. The word "advertisement" will be placed above all advertisements that, in GACS's opinion, resembles editorial matter.

This agreement shall be governed by and construed in accordance with the laws of the state of Georgia without regard to its conflicts of laws provisions. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the state of Georgia. Each advertiser and/or its agency consents to the jurisdiction of such courts and waives any objection to the laying of venue of any such civil action or proceeding in such courts.

Ad Artwork Requirements

Artwork will be printed CMYK at 300 dpi. Please supply your files in CMYK in the form of a high-resolution (300 dpi) PDF, EPS, or JPEG. Please **do not** use images from the web. All screen and printer fonts must be supplied or embedded in the file, as well as any images used in the creation of your artwork. Make sure all of your text is within the borders of your ad. If you have any questions or need help with this process, please contact us.

Ad Creation or Changes

We would love to help you with your ad! You will be charged for changes that we need to make to your artwork (typically \$50). If you need us to create your ad, please contact us and we can give you a reasonable price based on your needs.

Ad Submission

You may send your completed or packaged artwork to publications@gacs.com or upload to DropBox or other storage service or app and send the notification to the above email address.

Preliminary Proof

If you would like to see your completed ad prior to printing, we will send it to you at your request. There will be a small charge for this process.

Ad Positioning

GACS will only guarantee positioning of advertisements in the publication if the positioning premium has been paid, and has been requested in writing (email is OK).

2022 - 2023 DEADLINES

2022 DEADLINES

| Issue | Sales Close Date | Materials Close Date | Publication Date |
|---|------------------|----------------------|------------------|
| 2022 Trade Show Guide | Oct. 24, 2022 | Oct. 25, 2022 | Nov. 9, 2022 |
| GACS Today Winter Issue | Oct. 25, 2022 | Oct. 27, 2022 | Nov. 25, 2022 |
| 2023 Membership Directory & Resource Guide | Nov. 30, 2022 | Dec. 12, 2022 | Jan. 13, 2023 |

2023 DEADLINES

| Issue | Sales Close Date | Materials Close Date | Publication Date |
|---|------------------|----------------------|------------------|
| GACS Today Spring Issue | Feb. 17, 2023 | Feb. 21, 2023 | Mar. 17, 2023 |
| 2023 Trade Show Guide | May 1, 2023 | May 2, 2023 | May 17, 2023 |
| GACS Today Summer Issue | May 9, 2023 | May 12, 2023 | Jun. 5, 2023 |
| GACS Today Fall Issue | Aug. 1, 2023 | Aug. 4, 2023 | Sep. 1, 2023 |
| GACS Today Winter Issue | Nov. 1, 2023 | Nov. 3, 2023 | Dec. 4, 2023 |
| 2024 Membership Directory & Resource Guide | Nov. 30, 2023 | Dec. 12, 2023 | Jan. 13, 2024 |



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