



# 2019 MEDIA KIT

**NATIONAL AUTOMATIC  
MERCHANDISING ASSOCIATION**  
PRINT & DIGITAL ADVERTISING



# ABOUT

NAMA is the association representing the \$25 billion U.S. convenience services industry. With more than 1,100 member companies - including many of the world's most recognized brands - NAMA provides advocacy, education and research for its membership. NAMA members include operators, suppliers, machine manufacturers, distributors, brokers, subscribers (international), and sustaining. We want the members to use their membership to the fullest extent, which is why NAMA created the *InTouch Magazine* for their use! By advertising in this magazine you are not only promoting your business to potential clients, but also giving other members the opportunity to do member to member business with you.

**4,500** INDUSTRY PROFESSIONALS

**2,700+** OPERATORS

**900+** SUPPLIERS

**4,500+**  
PRINT COPIES

**600+**  
ONLINE VIEWS



**HERMES  
CREATIVE AWARD**  
*InTouch*  
Summer 2016  
PRINT MEDIA – PUBLICATIONS

**FOR MORE INFORMATION**  
**MITCHELL KLEINSCHMIDT**  
p. 312.238.9609 / tf. 800.572.0011  
mitchell@emconsultinginc.com  
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# MEMBERSHIP DIRECTORY

The National Automatic Merchandising Association's membership directory is an essential tool in promoting members and highlighting the benefits of having a membership with an industry leader. The directory is successful with member participation and advertising! Take advantage of this essential asset for fellow members of the convenience services industry and their peers!

## AD RATES

AD SIZE	B&W	COLOR	WEB LINK	VERTICAL	HORIZONTAL
<i>Print Ads</i>					
Back Cover	N/A	\$3,399	\$169	8.75" x 11.25"	N/A
Inside Front/Back Cover	N/A	\$3,199	\$169	8.75" x 11.25"	N/A
Facing Page Inside Covers	N/A	\$2,899	\$169	8.75" x 11.25"	N/A
Full Divider Page	N/A	\$2,599	\$169	8.75" x 11.25"	N/A
1/2 Divider Page	N/A	\$2,099	\$169	8.75" x 11.25"	N/A
Full Page	\$1,999	\$2,399	\$169	8.75" x 11.25"	N/A
1/2 Page	\$1,199	\$1,799	\$169	N/A	7.5" x 5"
1/4 Page	\$699	\$999	\$169	3.75" x 5"	N/A
Business Card	\$399	\$699	\$169	N/A	3.5" x 2"

## AD SPECS

## DEADLINE

**EST. DELIVERY:** Mid-August  
*\*Dates subject to change*

## SPECIFICATIONS

**COLOR SPACE:** CMYK  
**FREQUENCY:** Annual  
**BINDING:** Spiral  
**TRIM SIZE:** 8.5" x 11"

BANNER OPTIONS	RATE	WEB LINK	SPECS
<i>Digital Flipbook</i>			
Exclusive (2 Full Banners)	\$3,000	INCLUDED	Two 200 x 860 pixels
Full Side Banner	\$1,800	INCLUDED	200 x 860 pixels
Double Box	\$1,000	INCLUDED	200 x 567 pixels
Single Box	\$500	INCLUDED	200 x 275 pixels
<i>*2 banners available or up to 6 single box ads available</i>			

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# MAGAZINE

The mission of the InTouch magazine is to deliver relevant, appealing content that informs and inspires readers. What makes this award-winning magazine a success is your input! Fully utilize your membership and share your industry advances with all of your peers!

## AD RATES

PRINT ADS	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Back Cover	\$3,299	\$2,999	\$169	8.625" x 11.125"	N/A
Inside Front Cover	\$2,999	\$2,799	\$169	8.625" x 11.125"	N/A
Facing IFC	\$2,599	\$2,499	\$169	8.625" x 11.125"	N/A
Full Page	\$2,199	\$1,999	\$169	8.625" x 11.125"	N/A
1/2 Page	\$1,899	\$1,699	\$169	3.625" x 10"	7.5" x 5"
1/3 Page	\$1,099	\$999	\$169	2.5" x 10"	7.5" x 3.125"
1/4 Page	\$949	\$849	\$169	3.625" x 5"	N/A
Business Card	\$649	\$549	\$169	N/A	3.5" x 2"

BLACK & WHITE	1 ISSUE	4 ISSUES	WEB LINK	VERTICAL	HORIZONTAL
Full Page	\$2,199	\$1,999	\$169	8.625" x 11.125"	N/A
1/2 Page	\$1,899	\$1,699	\$169	3.625" x 10"	7.5" x 5"
1/3 Page	\$1,099	\$999	\$169	2.5" x 10"	7.5" x 3.125"
1/4 Page	\$949	\$849	\$169	3.625" x 5"	N/A
Business Card	\$649	\$549	\$169	N/A	3.5" x 2"

All rates listed are per issue.

MARKET SQUARE	RATE	WEB LINK	VERTICAL	HORIZONTAL
1 Square	\$89	\$169	1.725" x 1.34"	1.725" x 1.34"
2 Square	\$179	\$169	1.725" x 2.865"	3.6" x 1.34"
4 Square	\$329	\$169	N/A	3.6" x 2.865"
6 Square	\$499	\$169	3.6" x 4.375"	5.49" x 2.865"

## AD SPECS

## DEADLINES

**SPRING 2019**  
**AD DEADLINE:** January 25  
**EST. DELIVERY:** Late February

**SUMMER 2019**  
**AD DEADLINE:** May 29  
**EST. DELIVERY:** Late June

**FALL 2019**  
**AD DEADLINE:** September 26  
**EST. DELIVERY:** Late October

**WINTER 2019**  
**AD DEADLINE:** December 7  
**EST. DELIVERY:** Early January

## SPECIFICATIONS

**COLOR SPACE:** Full Color  
**FREQUENCY:** Quarterly  
**BINDING:** Saddle-stitch  
**TRIM SIZE:** 8.375" x 10.875"

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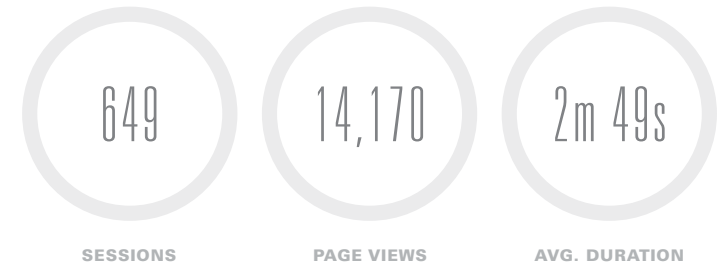
# DIGITAL



Digital versions of the *InTouch* Magazine deliver traditional media to an audience with an increasing appetite for new digital content. Online readership moves content to new levels with instantaneous, 24/7 accessibility and unmatched sharing capability. One interested reader can deliver articles and advertisements to colleagues and friends, bringing multitudes of new views and subscribers. And research shows that an increased online readership increases print-only readership, expanding the benefit even further.

In addition to print, the *InTouch* Magazine is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the company's website.

## THE DIGITAL EDITION ANALYTICS FROM 6/1/17-6/1/18



BANNER OPTIONS	RATE	SPECS
<i>Membership Directory</i>		
Exclusive (2 Full Banners)	\$3,000	Two 200 x 860 pixels
Full Side Banner	\$1,800	200 x 860 pixels
Double Box	\$1,000	200 x 567 pixels
Single Box	\$500	200 x 275 pixels

\*2 banners available or up to 6 single box ads available

BANNER OPTIONS	1 ISSUE	4 ISSUES	SPECS
<i>InTouch Magazine</i>			
Exclusive (2 Full Banners)	\$900	\$862.50	Two 200 x 860 pixels
Full Side Banner	\$500	\$462.50	200 x 860 pixels
Double Box	\$400	\$375	200 x 567 pixels
Single Box	\$250	\$225	200 x 275 pixels

\*All rates listed are per issue.

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