# Media Kit

2021

CONVENIENCE STORE PRODUCTS

6 C-Store Foodservice Innovations

Ideas to stand out as customers return

View More >

Webinar: Tobacco Update

*Sponsored content from our partner Swedish Match North America*

*CSP's* upcoming Tobacco Update will review how issues caused by the coronavirus pandemic are affecting supply, traffic counts and sales

**Vape Veto Protects Flavored E-Cigarettes**

Law would lead to more people smoking, drive others to black market, governor says

**Compliance Safe Software Service Named CSP 2020 Best N**

# Serving the Convenience Industry

CSP provides convenience retailers with the news and analysis they need to navigate the industry's many challenges.

*To get involved in a program today, please contact;*

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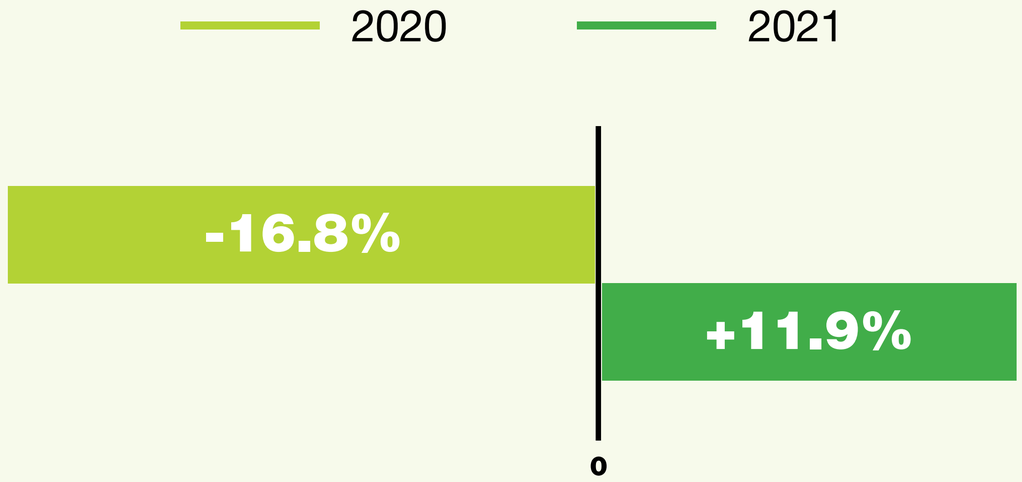
# Table of Contents


COVID-19 Market Impact ..... 4
The Convenience Industry ..... 5
CSP's Growth ..... 6
Winsight's Total Portfolio ..... 7
Products List and Audience Highlight ..... 8
The CSP Reader ..... 9
Our Content Team ..... 10
Content Calendar ..... 11
Digital Content Calendar ..... 15
Digital Content Vehicles ..... 16
Pricing and Specs ..... 17
Digital Guaranteed Results Pricing ..... 18
Digital Products Pricing ..... 19
Client Services ..... 21
Digital Content Options ..... 22
2021 Events Lineup ..... 23
Technomic & CSP C-Store Membership ..... 24
Case Studies ..... 25
Convenience Media Comparison ..... 27

# COVID-19 Market Impact

With the food retail industry forever changed, we take a look at how to help retailers move forward.

## Projections of Convenience Foodservice Impact




**What CSP is doing**

- Reinventing the majority of CSP events to launch virtually
- Keeping our content up to date with breaking news surrounding COVID-19
- Connecting virtually and through social media to keep our client relationships strong

**What should marketers do now?**

- Relay reassuring, empathetic messaging to your customers, both B2B and B2C
- 43% of consumers said it was reassuring to hear from brands they know and trust
- 40% of consumers want to hear what brands are doing in response to the pandemic
- Only 15% of consumers said they do not want to hear from brands

Source: Technomic Wall Chart May 2020. Projections based off of middle case scenario for both 2020 and 2021.

# The Convenience Industry

## SALES

**$648B**

Annual Sales

**$669,307**

Monthly Sales per Store

## SIZE OF THE INDUSTRY

**152,720**

Single Stores

**95,108**

Single Stores

**146,744**

Employees

**57, 612**

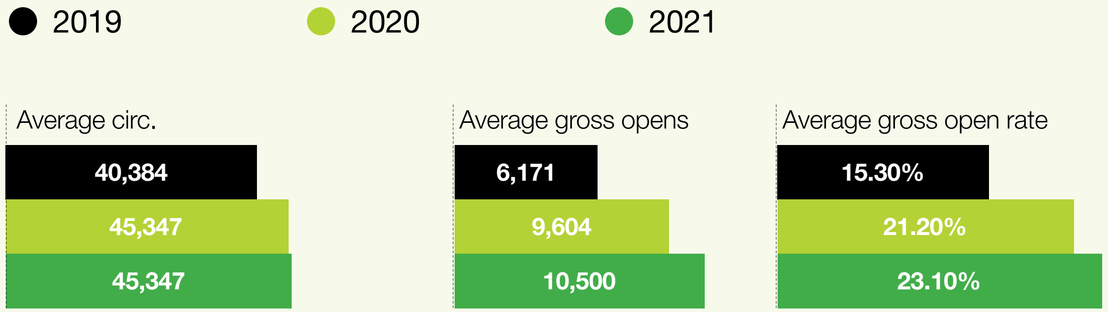
Chain Stores

Source: NACS State of the Industry Report and CSX Time Period Difference

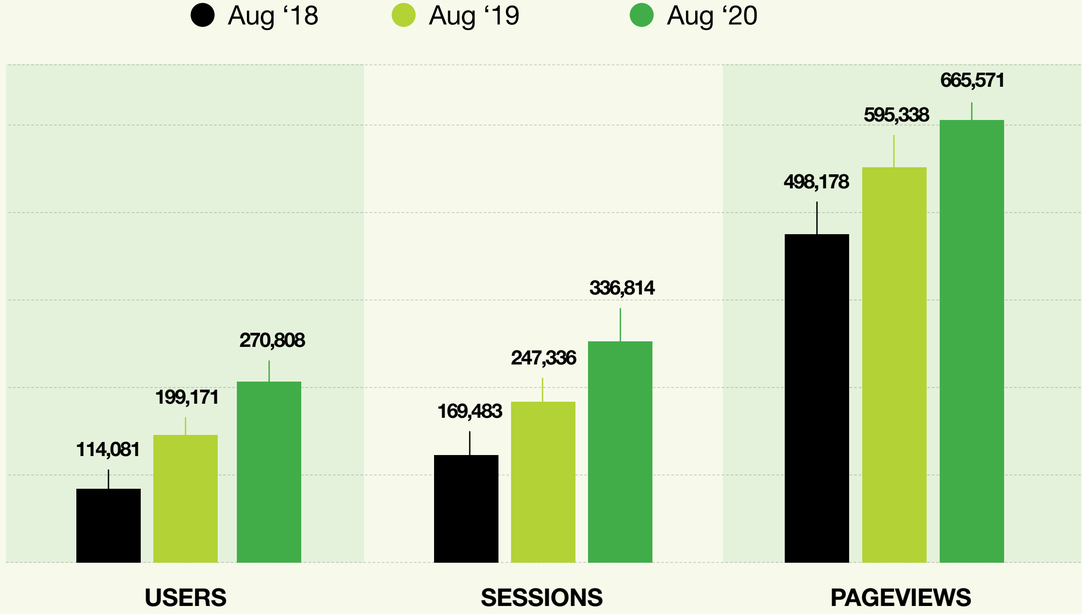
# CSP's Growth

CSP has been actively growing our print and digital audiences, ensuring your messages are reaching the optimal number of retailers.

## ENEWSLETTER SUBSCRIBERS GROWTH




## WEBSITE GROWTH



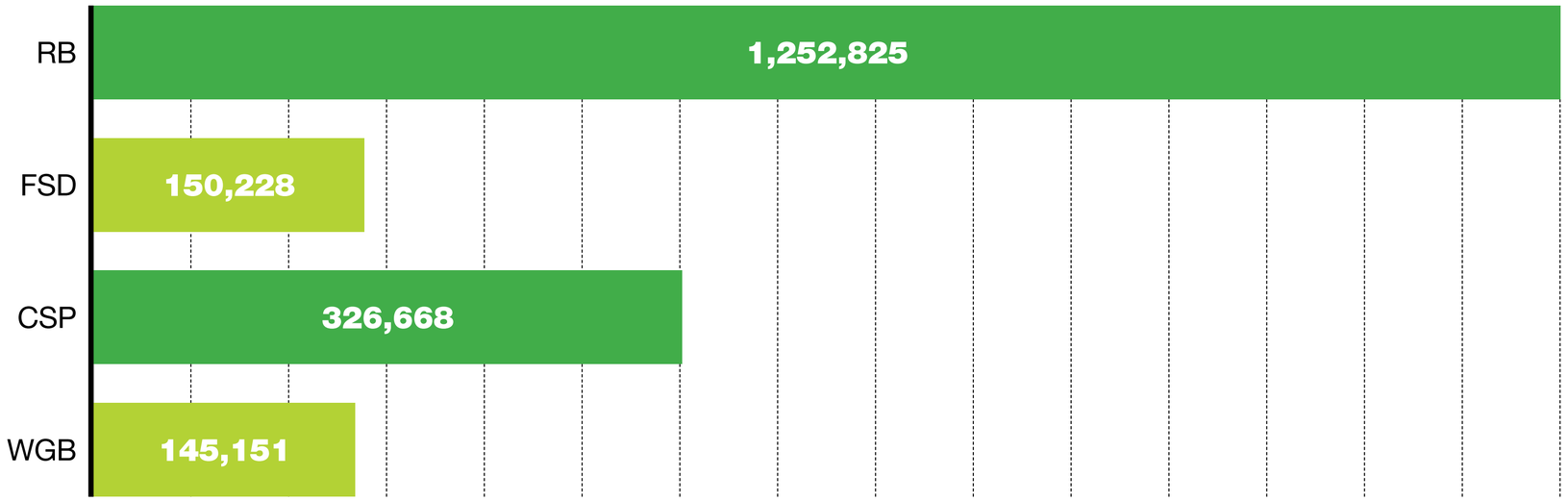
# Winsight's Total Portfolio

## PRINT AUDIENCE

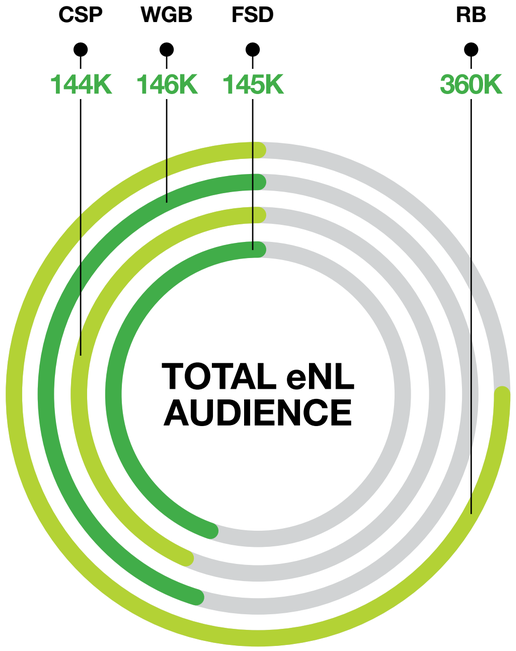
| 35,000+ | 90,000+ |
|---|---|
| WGB | CSP |

## MONTHLY UNIQUE VISITORS

Website




(Average monthly unique visitors calculated from 1/1/20 – 7/31/20)



# Products List and Audience Highlight

| Print | Target Audience | Reach |
|---|---|---|
| CSP Magazine | Total c-store audience | 90,000 |

| Digital | Target Audience | Reach |
|---|---|---|
| cspdailynews.com | Total c-store audience | 270,000+ (monthly) |
| CSP Daily News | Total c-store audience | 44,000 |
| CSP Top Stories | Total c-store audience | 31,000 |
| CSP Alerts/Special Reports | Total c-store audience | 36,000 |
| CBD at Retail | CBD buyers and decision-makers across retail | 34,000 |
| CSP Technology | Total c-store audience | 36,000 |
| Fuels eNews | Fuel buyers and decision-makers | 13,000 |
| Tobacco E-News | Tobacco/OTP buyers and decision-makers | 8,400 |
| CSP Kitchen | C-store foodservice buyers and decision-makers | 6,300 |
| CS Products | Total c-store audience | 19,000 |

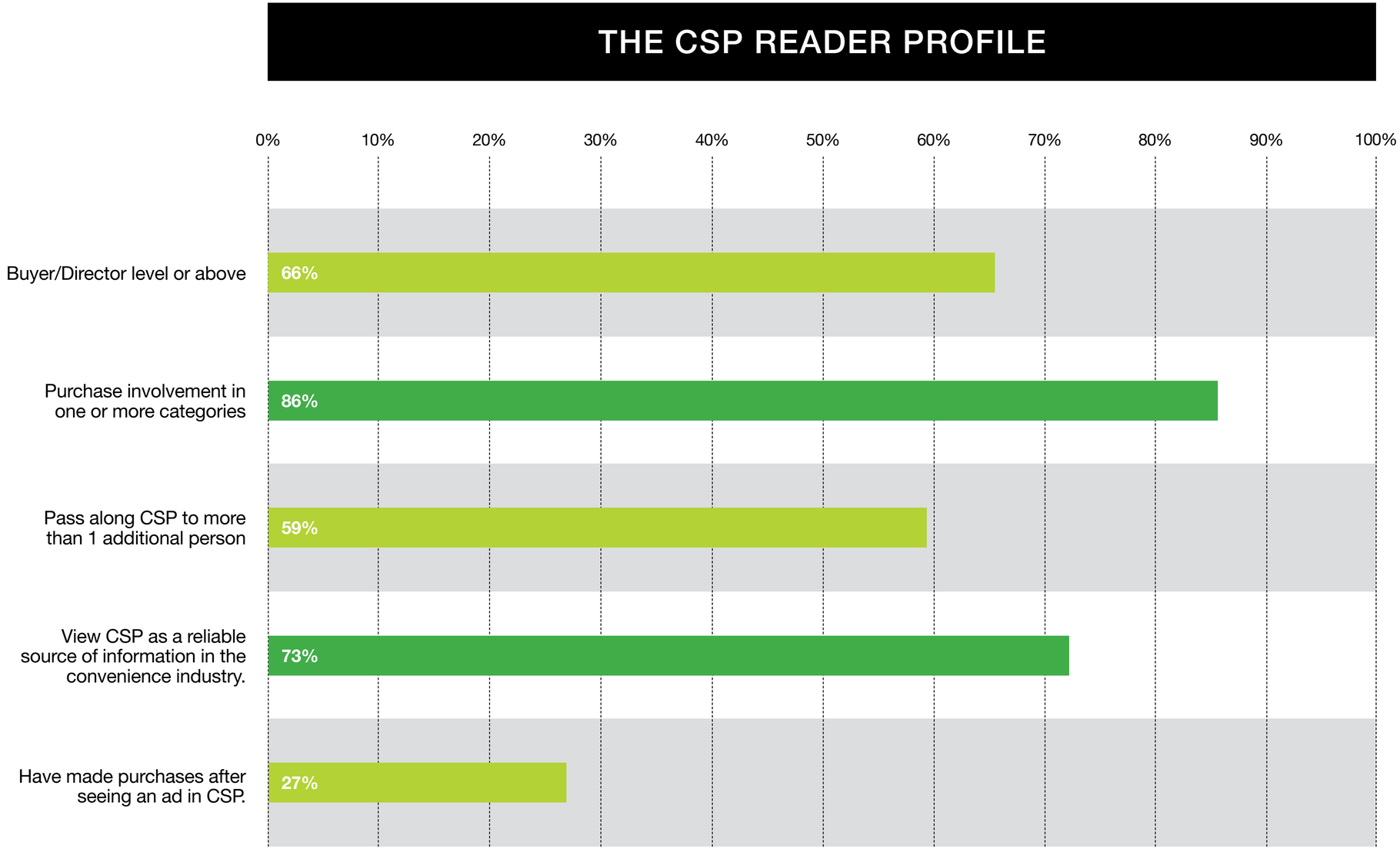
| Events | Target Audience | Reach |
|---|---|---|
| Outlook Leadership Conference | Retail Executives | 300+ |
| Convenience Retailing University | Category Managers | 400+ |
| CBD in Retail | CBD Retailers | 50+ |
| Retailer Foodservice Forum | Foodservice Retailers | 50+ |

# The CSP Readers

## TITLES INCLUDE

CEO, COO, CFO, CIO, Partner, Chairperson, President, Owner, VP, Senior VP, Executive VP, Director, Buyer, Category Manager, General Manager, Merchandising Manager, Marketing Manager, Store Manager, Department Manager, Regional/District Manager, Supervisor, and many more!

Source: Signet Research Study conducted Aug. 2020.



# The CSP Editorial Team 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**
Vice President,
Content Strategy

**Mitch Morrison**
Vice President,
Retailer Relations

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

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

**Chuck Ulie**
Editor,
Foodservice and CBD

**Jackson Lewis**
Editor,
Technology & Services

**Greg Lindenberg**
Editor,
Corporate/M&A

**Hannah Prokop**
Associate Editor,
Center Store

JESSE H. NEAL AWARDS
Est. 1955

66 WINNER

**2020**

***Best Overall Art Direction/Design***

1. *2019 Outlook Survey*
2. *Can you remain relevant?*
3. *The Next Big Thing?*

***14 "Best of" Journalism and Art Direction Awards from American Society of Business Publication Editors***

**44**
Gold Awards

**29**
Silver Awards

**15**
Bronze Awards

# Content Calendar

| Month | Anchor | Category Focus | Feature | CSP Kitchen | CSP Tobacco | CSP Fuels | CSP PackBev | CSP Tech | CSP Center Store | Digital Premiers |
|---|---|---|---|---|---|---|---|---|---|---|
| January<br>Close: 12/3<br>Mats Due: 12/9 | The CSP Power 20 List | The State of Tobacco | Grand Opening | Retailer Foodservice Forum | | | Bottled Water | Operations | Healthy Snacks | • Power 20<br>• The State of Tobacco |
| Bonus Distribution | SIGMA Executive Leadership Conference | | | | | | | | | |
| February<br>Close: 1/6<br>Mats Due: 1/12 | Chain Focus: Pilot | The Future of Hemp and Cannabis Retailing | Competitive Watch: Dollar Stores | Breakfast | Disposable Vape Pens | Regulatory Update | Beer | | GM: What's Trending | The Future of Hemp and Cannabis Retailing |
| Bonus Distribution<br>**Signet Study Issue** | WPMA, CRU | | | | | | | | | |
| March<br>Close: 2/2<br>Mats Due: 2/8 | COVID-19: One Year Later | CSP's 2021 Beverage Report | Grand Opening | Equipment & Technology | Regulation Update | | | EMV Update | Meat Snacks | • 2021 Beverage Report<br>• COVID-19: One Year Later |

**All cover stories will have a corresponding digital premier.**

# Content Calendar

| Month | Anchor | Category Focus | Feature | CSP Kitchen | CSP Tobacco | CSP Fuels | CSP PackBev | CSP Tech | CSP Center Store | Digital Premiers |
|---|---|---|---|---|---|---|---|---|---|---|
| April<br>Close: 3/2<br>Mats Due: 3/8 | Category Management Handbook | CSP's 2020 Category Managers of The Year | | Foodservice Data | Tobacco Sales Data | | Packaged Beverage Data | | Snacks, Candy, CBD and GM Data | • Category Management Handbook<br>• Category Managers of the Year |
| Bonus Distribution | SIGMA Spring Convention | | | | | | | | | |
| May<br>Close: 4/6<br>Mats Due: 4/12 | • The Fuels Issue<br>• Forecourt of the Future | Convenience Retailing University Coverage | Grand Opening | Lunch | The State of Vaping | Car Wash | Enhanced Beverages | Loyalty | General Merchandise: Summer Novelties | CRU review |
| Bonus Distribution | NRA Show | | | | | | | | | |
| NACS SOI Special Issue<br>Close: 4/27<br>Mats Due: 5/3 | NACS State of the Industry Summit Special Issue<br>The 19th annual edition, which includes category analysis of all key c-store industry segments, interpretation of data and expert analysis and insights | | | | | | | | | SOI Review |
| The Future of Behind The Counter Special Issue<br>Close: 5/10<br>Mats Due: 5/17 | This special issue takes a 52 week look at sales from the total tobacco category from cigarettes to smoking alternatives and CBD | | | | | | | | | |

**All cover stories will have a corresponding digital premier.**

# Content Calendar

| Month | Anchor | Category Focus | Feature | CSP Kitchen | CSP Tobacco | CSP Fuels | CSP PackBev | CSP Tech | CSP Center Store | Digital Premiers |
|---|---|---|---|---|---|---|---|---|---|---|
| June<br>Close: 5/10<br>Mats Due: 5/17 | Top 202 C-Store Chains | The State of Foodservice Retailer Survey | Competitive Watch: Grocery | Dispensed Beverages | Category Management | | Alcohol Beverages | Checkout Technology | Candy Trends | • The State of Foodservice<br>• Top 202<br>• Snack & Candy Trends |
| Bonus Distribution | Sweets & Snacks Expo | | | | | | | | | |
| July<br>Close: 6/7<br>Mats Due: 6/11 | Annual Indie Influencers List | The CBD Consumer | 10 Best Places to Open a Store | The Comeback of Foodservice | Midyear Up-date | | Resetting the Cold Vault | | Chocolate Candy | • Best Places to Build C-Stores Now<br>• The CBD Consumer<br>• Indie Influencers |
| Bonus Distribution | Restaurant Directions | | | | | | | | | |
| August<br>Close: 7/7<br>Mats Due: 7/12 | Retailer Profile | The State of Snacking | Risk Management Forum | Foodservice Equipment & Technology | The State of Regulation | | RTD Coffee/Tea | Payment Tech | GM: HBC & CBD Medicinals | State of Snacking |
| Bonus Distribution<br>**Signet Study Issue** | Outlook Leadership Conference add NAFEM to bonus dist. | | | | | | | | | |

**All cover stories will have a corresponding digital premier.**

# Content Calendar

| Month | Anchor | Category Focus | Feature | CSP Kitchen | CSP Tobacco | CSP Fuels | CSP PackBev | CSP Tech | CSP Center Store | Digital Premiers |
|---|---|---|---|---|---|---|---|---|---|---|
| September<br>Close: 8/7<br>Mats Due: 8/12 | Top 20 Distributors | NACS Show Guide | Trailblazing Store Design | Snacking | Consumer Focus | Car Technology | Sparkling: CSDs, Waters, Seltzers, More | Operations | | • NACS Show Guide<br>• Top 20 Distributors |
| October<br>Close: 9/1<br>Mats Due: 9/8 | The NACS Show® Issue: Mystery Shop Results | Alcohol Innovation & Trends | Outlook Leadership Coverage Digital digest | Competitive Watch: Restaurants (Pt. 1) | Product Development | Alternative Fuels Update | CBD & Canna-bis Beverages | Marketing | Nonchocolate Candy; General Merchandise | • Alcohol Innovation and Trends<br>• Outlook Leadership Review<br>• Mystery Shop<br>• Alternative Fuels Update |
| Bonus Distribution | NACS, RLOY, Menu Directions | | | | | | | | | |
| November<br>Close: 10/1<br>Mats Due: 10/7 | 2022 Industry Outlook | Technology:<br>• Security<br>• Payment and More | Grand Opening | The Dinner Daypart (Pt. 2) | Category Management | | | | Snack Bars | Technology:<br>• Security<br>• Payment and More |
| December<br>Close: 11/2<br>Mats Due: 11/8 | Retail Leader of the Year | • Best New Product Content Winners<br>• Category Outlook | NACS Show® Coverage | Menu Trends | 2021 Year in Review | Fuel Island | Sports Drinks | | General Merchandise | • NACS Show coverage<br>• Best New Products<br>• RLOY |

**All cover stories will have a corresponding digital premier.**

# Digital Content Calendar

| | Premier | Landing Page | Webinar | Podcast |
|---|---|---|---|---|
| Jan | CSP Power 20 List | | | |
| | The Future of Hemp/Marijuana | | | |
| Feb | Chain Focus: Pilot Co. | | | |
| | The State of Tobacco | | | |
| Mar | COVID-19: One Year Later | | | |
| | 2021 Beverage Report | | | |
| Apr | Category Management Handbook | | | |
| | Category Manager of the Year | | | |
| May | Forecourt of the Future | | | |
| | CRU Review | | | |
| Jun | Top 202 C-Store Chains | | | |
| | The State of Foodservice | | | |
| | Snack & Candy Trends | | | |
| Jul | Annual Indie Influencers List | | | |
| | Best Places to Build C-Stores Now | | | |
| | The CBD Consumer | | | |
| Aug | Retailer Profile: TK | | | |
| | State of Snacking | | | |
| Sep | Top 20 Distributors | | | |
| | NACS Show Guide | | | |
| Oct | Mystery Shop Results | | | |
| | Alcohol Innovation and Trends | | | |
| | Outlook Leadership Review | | | |
| Nov | 2022 Industry Update | | | |
| Dec | Retail Leader of the Year | | | |
| | NACS Show Coverage | | | |
| | Best New Products | | | |

| Content on Demand* |
|---|
| Tastemakers: What's New on C-Store Menus? |
| Tech Innovations That Could Shake Up Convenience |
| 20 Craveable LTOs |
| Social Media 20: Top Retailers |
| 30 Must-Try Sandwiches |
| 20 Great Coffee Programs |
| What Consumers Want From C-Store Foodservice Now |
| 20 Great Beverage Programs: Fountain to Cold Vault |
| Grand Opening: Year-End Roundup |

*These pieces of content can be created at any time with a Premier Sponsorship. 6 weeks estimated time to delivery.

# 2021 Digital Content Vehicles

### Digital Premiers

High-impact packages partnered with exclusive content. Each premier has a single sponsor and can include:

**List Landing**

**Section Landing**

**Data Landing**

### Microsites

Customizable landing page that features custom content or supplied content. Winsight will work with you to make sure your content is displayed in innovative and engaging ways. Microsites available include:

**Templated Microsite**

**Premium Microsite**

**Dynamic Microsite**

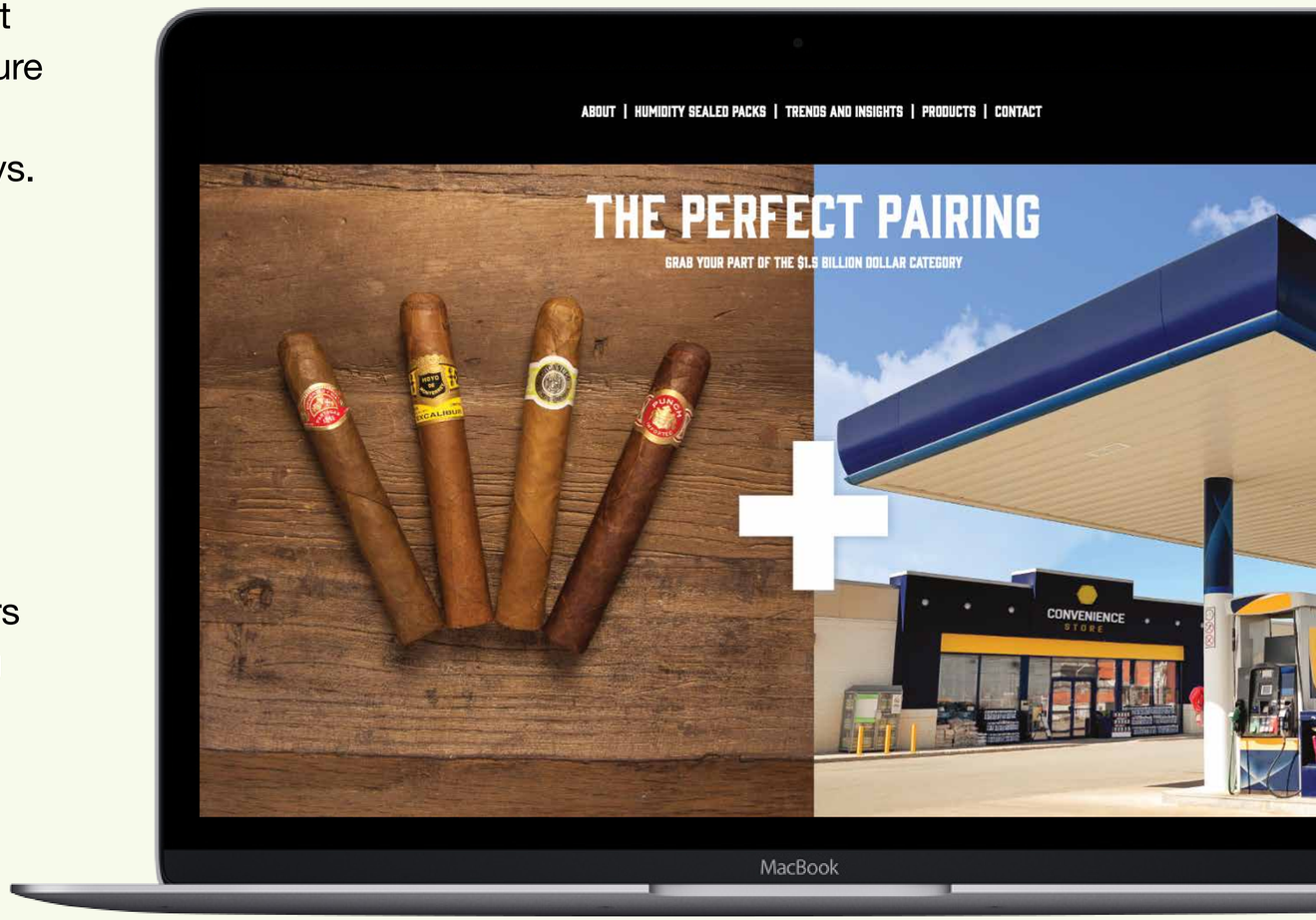
**Custom Microsite**

### Podcasts

Radio shows featuring editors interviewing industry-leading suppliers, operators, and retailers.

**At Your Convenience Podcast**

**Custom Podcast**



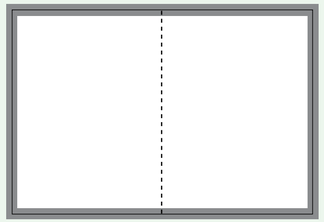
# Pricing and Specs

| Ad Type | Non-Bleed (within margins) | Ad Specs |
|---|---|---|
| Spread | 15"W x 9.75"H | Bleed: 17.25"W x 10.75"H<br>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<br>Trim: 17"W x 5.25"H |
| Full Page | 7.5"W x 9.75"H | Bleed: 8.75"W x 10.75"H<br>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<br>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<br>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 | — |

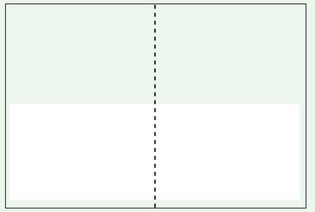
| Rates (net pricing) | 1x | 3x | 6x | 9x | 12x | 18x |
|---|---|---|---|---|---|---|
| Spread | $20,321 | $20,247 | $19,860 | $19,361 | $18,859 | $18,239 |
| Full Page | $10,160 | $10,123 | $9,930 | $9,680 | $9,429 | $9,119 |
| 2/3 Page | $9,075 | $8,882 | $8,611 | $8,491 | $8,306 | $8,051 |
| 1/2 Page | $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

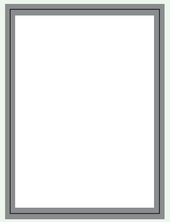
NON-BLEED BLEED



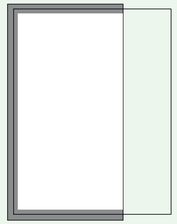
2-PAGE SPREAD



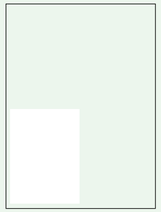
1/2 HORIZONTAL SPREAD



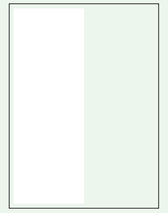
FULL PAGE



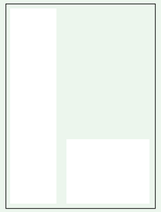
2/3 VERTICAL



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

## 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

# Digital Guaranteed Results Pricing

| Impressions | Impression Guarantee | Cost |
|---|---|---|
| All CSP | 120,000 | $3,000 |
| | 220,000 | $5,000 |
| | 400,000 | $8,000 |
| By Size of Operation (single store or number of units) | 16,000 | $1,500 |
| | 30,000 | $2,500 |
| | 36,000 | $3,500 |
| By Category (Foodservice, Tobacco, Snacks& Candy) | 16,000 | $1,500 |
| | 30,000 | $2,500 |
| | 36,000 | $3,500 |
| Custom Segment (segment size must be at least 5,000) | 25,000 | $2,500 |
| | 38,500 | $3,500 |
| | 56,000 | $4,500 |

| Clicks | Click Guarantee | Cost |
|---|---|---|
| All CSP | 140 ($25 CPC) | $3,500 |
| | 350 ($23 CPC) | $8,000 |
| | 600 ($20 CPC) | $12,000 |
| By Size of Operation (single store or number of units) | 120 ($30 CPC) | $3,500 |
| | 300 ($28 CPC) | $8,000 |
| | 500 ($25 CPC) | $12,000 |
| By Category (Foodservice, Tobacco, Snacks& Candy) | 120 ($30 CPC) | $3,500 |
| | 300 ($28 CPC) | $8,000 |
| | 500 ($25 CPC) | $12,000 |
| Custom Segment (segment size must be at least 5,000) | 100 ($35 CPC) | $3,500 |
| | 250 ($33 CPC) | $8,000 |
| | 400 ($30 CPC) | $12,000 |

| Leads | Lead Guarantee | Cost |
|---|---|---|
| All CSP | 20 leads | Contact Sales Rep for Pricing |
| | 45 leads | Contact Sales Rep for Pricing |
| | 100 leads | Contact Sales Rep for Pricing |
| By Size of Operation (single store or number of units) | 20 leads | Contact Sales Rep for Pricing |
| | 40 leads | Contact Sales Rep for Pricing |
| | 90 leads | Contact Sales Rep for Pricing |
| By Category (Foodservice, Tobacco, Snacks& Candy) | 20 leads | Contact Sales Rep for Pricing |
| | 40 leads | Contact Sales Rep for Pricing |
| | 90 leads | Contact Sales Rep for Pricing |
| Custom Segment (segment size must be at least 5,000) | 17 leads | Contact Sales Rep for Pricing |
| | 37 leads | Contact Sales Rep for Pricing |
| | 80 leads | Contact Sales Rep for Pricing |

**Estimated duration of campaign will vary.. A lead is defined as an email address for a user within the target audience who has interacted with a client's content marketing, with demographic/firmographic info appended where available.*

**Contact your sales representative for additional pricing options.**

# Digital Products Pricing

| CSP Daily News (Daily) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $1,547 | $1,469 | $1,392 |
| Upper Medium Rectangle - 300x250 | $1,547 | $1,469 | $1,392 |
| Featured Video | $1,221 | $1,160 | $1,099 |
| Lower Medium Rectangle - 300x250 | $611 | $580 | $549 |
| Recipe or Product Showcase (runs for full week) | $529 | $503 | $476 |
| Content Spotlight* | $1,628 | $1,547 | $1,465 |
| Branded Article* | $1,465 | $1,392 | $1,319 |
| Branded Article 2 | $1,140 | $1,083 | $1,026 |
| Featured Product / Text and Logo | $529 | $503 | $476 |
| Single Sponsor (banner ad takeover w/o branded article) | $4,070 | $3,867 | $3,663 |
| Single Sponsor (banner ad takeover w/ branded article) | $4,884 | $4,640 | $4,396 |
| Category Host | $1,302 | $1,237 | $1,172 |

| Targeted Social | Price |
|---|---|
| Facebook | Contact Sales Rep for Pricing |
| LinkedIn | Contact Sales Rep for Pricing |
| Instagram | Contact Sales Rep for Pricing |
| Pinterest | Contact Sales Rep for Pricing |

| | |
|---|---|
| **Podcasts** | Contact Sales Rep for Pricing |
| Pre-Recorded Commercial | Contact Sales Rep for Pricing |
| Host-Read Commercial | Contact Sales Rep for Pricing |

| CSP Top Stories (Weekly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $780 | $740 | $700 |
| Upper Medium Rectangle - 300x250 | $780 | $740 | $700 |
| Lower Medium Rectangle - 300x250 | $585 | $555 | $525 |
| Branded Article* | $780 | $740 | $700 |

| CSP Alerts/Special Reports (Weekly+) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $9,929 | $9,432 | $8,936 |

| Tobacco E-News (Weekly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $1,885 | $1,795 | $1,695 |
| Upper Medium Rectangle - 300x250 | $1,885 | $1,795 | $1,695 |
| Text & Logo | $1,110 | $1,055 | $1,000 |
| Lower Medium Rectangle - 300x250 | $1,330 | $1,265 | $1,200 |
| Branded Article* | $1,885 | $1,795 | $1,695 |

| CSP Kitchen (Weekly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $1,411 | $1,341 | $1,270 |
| Upper Medium Rectangle - 300x250 | $1,411 | $1,341 | $1,270 |
| Lower Medium Rectangle - 300x250 | $988 | $938 | $889 |
| Featured Product | $988 | $938 | $889 |
| Branded Article* | $1,270 | $1,207 | $1,143 |

| CBD at Retail (Monthly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $2,500 | $2,250 | $2,000 |
| Upper Medium Rectangle - 300x250 | $2,200 | $1,990 | $1,900 |
| Featured Product | $1,950 | $1,760 | $1,755 |
| Lower Medium Rectangle - 300x250 | $1,950 | $1,760 | $1,755 |
| Branded Article* | $2,200 | $2,090 | $1,980 |

**$1,000 edit fee for each custom article written by Winsight*

# Digital Products Pricing

| CSP Technology (Monthly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $837 | $795 | $753 |
| Upper Medium Rectangle - 300x250 | $837 | $795 | $753 |
| Lower Medium Rectangle - 300x250 | $698 | $663 | $628 |
| Featured Product | $698 | $663 | $628 |
| Branded Article* | $977 | $928 | $879 |

| CSP Fuels (Monthly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $1,305 | $1,240 | $1,175 |
| Upper Medium Rectangle - 300x250 | $1,305 | $1,240 | $1,175 |
| Lower Medium Rectangle - 300x250 | $800 | $760 | $720 |
| Featured Product | $800 | $760 | $720 |
| Branded Article* | $1,330 | $1,265 | $1,195 |

| CS Products (Monthly) | 1x | 6x | 12x |
|---|---|---|---|
| Leaderboard - 728x90 / 300x50 for mobile | $809 | $768 | $728 |
| Upper Medium Rectangle - 300x250 | $865 | $822 | $779 |
| Featured Video | $621 | $590 | $559 |
| Lower Medium Rectangle - 300x250 | $621 | $590 | $559 |
| Branded Article* | $677 | $643 | $609 |

| WEBSITE | Rates |
|---|---|
| **Section Sponsorships** | |
| Home Page Takeover | $5,750 |
| Prestitial (600x400) | $5,000 |

| WEBSITE | Rates |
|---|---|
| **Category Sponsorships** | |
| Beverages | $1,140 |
| Cannabis/CBD | $1,140 |
| Foodservice | $1,140 |
| Fuels | $960 |
| General Merchandise | $490 |
| Retailer News: Company News + M&A | $4,320 |
| Snacks & Candy | $750 |
| Technology | $960 |
| Tobacco | $640 |

| Run-of-Site (ROS) | Net CPM |
|---|---|
| Leaderboard | $50 |
| Medium Rectangle | $45 |
| Rich Media: Flex, Large Video, In-Unit Video | $75 |

| PinPoint | Net CPM |
|---|---|
| General CSP website/all visitors audience (no further targeting) | $30 |
| Segment targeted: single store owners, chains, foodservice decision makers, etc. | $85 |
| Segment targeted, geo targeted, multi-layer segment, or account based | $140 |

**$1,000 edit fee for each custom article written by Winsight*

# Client Services

Fueled by our client services team, our custom research and content options are the best way to make a unique impact to the food retail audience.

**Erin Kuyper**
VP of Media Operations

**Kayley Bogdan**
Director,
Media Accounts

**Kelly Fleming**
Associate Director,
Media Accounts

**Shannon Harris**
Digital Ad Trafficker,
Foodservice Group

**Christina Kayalik**
Digital Accounts
Coordinator

**Jena Kehoe**
Editor,
Content Marketing

**Ashley Klein**
Associate Editor,
Retail

**Ashley Lombardi**
Digital Account
Coordinator

**Annie Mantala**
Digital Account
Coordinator

**Piper Visagie**
Digital Account
Coordinator

**Meredith Wegner**
Digital Account
Coordinator

# Digital Content Options

CSP's digital team is focused on the content marketing explosion that brands are seeing. We've created and added new products to our portfolio to give you and your customers a more interactive experience.

## Branding:

- Custom content
- Powerhouse editorial sponsorships
- High-impact display ads
- Email campaigns
- eNewsletter sponsorships
- Video/rich media
- Podcasts
- Immersive social

## Lead Generation/Nurturing:

- Webinars
- Gated content
- Branded articles/ native ads
- Quizzes
- Microsites
- Infographics
- Retargeting campaigns

## Traffic-Driving:

- Chatbots
- Targeted display ads
- Audience extension/ retargeting
- Paid social campaigns
- Prestitial banners
- Custom eblasts
- SEO & SEM
- PinPoint targeting

## Thought Leadership:

- White papers
- Custom research
- Facebook/LinkedIn Live
- Webinars
- Podcasts
- Microsites
- Branded articles

# 2021 Events Lineup

| 3-5 AUG. | SEPT. | 2-3 NOV. | 4 OCT. |
|---|---|---|---|
| **Outlook Leadership** | **CBD in Retail** | **Retail Foodservice Forum** | **Retail Leader of the Year** |
| Terranea Resort, Los Angeles, California | TBD | Chicago | Chicago |

# Technomic & CSP C-Store Membership

Keep your finger on the pulse of the c-store industry

Membership provides a well-rounded combination of newsletters, quarterly consumer updates, state-of-the-industry reviews, trend tracking, analysis and access to Technomic consumer data (showing usage, needs, traffic drivers, preferences and retailer evaluations).

## Program Components:

**C-Store Monitor**
Industry intelligence delivered quarterly

**C-Store Consumer MarketBrief**
Fresh insights delivered quarterly

**State of the Industry**
Webinars delivered: Q2, Q3

**Consumer Snapshots**
Powered by Ignite consumer data, delivered monthly

**Annual Whitepaper (Q3)**

**Annual Report (Q4)**

**New!**
**Translating Trends**
Powered by Ignite Menu and LTO Tracker, delivered quarterly

**New!**
**C-Store Foodservice 101**
Intelligence to drive channel entry and onboarding

**New!**
**C-Store Foodservice Operator Update**
Operator insights via 2 surveys per year including business barometer metrics and trending topics

CSP