

M E D I A K I T

GACSTODAY



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 digital magazine; the *GACS Membership Directory*, printed in Jan/Feb and online all year; and the *Southern Convenience Store & Petroleum Show Guide*, printed and distributed in May.



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

GACS Digi Print Plan 1: \$6,900

- Large Ad (online) in 4 quarterly issues of *GACS Today*
- Full Page, 4/C ad in the *GACS Membership Directory & Resource Guide*
- Full Page, 4/C ad in the *GACS Southern Show Guide*

GACS Digi Print Plan 2: \$4,200

- Medium Ad (online) in 4 quarterly issues of *GACS Today*
- Full page, 4/C ad in the *GACS Membership Directory & Resource Guide*

GACS Digi Print Plan 3: \$3,800

- Medium Ad (online) in 4 quarterly issues of *GACS Today*
- Half Page, 4/C ad in the *GACS Membership Directory & Resource Guide*

Individual Advertising Rates (Per Issue)

<i>Digital GACS Today Magazine</i>		Directory		Southern Show Guide
Banner Ad Home Pg	\$2,300	Outside Back Cover	\$2,700	\$800
Large Ad Home Pg	\$2,300	Inside Fr. or Bk Cvr	\$2,600	\$750
Med. Ad Home Pg	\$1,800	Full Pg Ad	\$2,000	\$500
Large Ad	\$1,500	1/2 Page	\$1,500	\$300
Medium Ad	\$1,000	1/4 Page	\$900	
Small Ad	\$600			
Bottom Banner Ad	\$800			
Live Link to Your Website	Free			
Animation	\$300 per ad			
Video	\$300 per ad			

- Home page positioning is limited to 2 Large Ads and 1 Medium Ad or the equivalent.
- Ads purchased per issue will remain in place for a full quarter (3 months).
- Ads purchased as part of a Digi Print Plan will remain in place for a full year (12 months).
- Feature content for digital *GACS Today* may be updated more frequently.
- Initial digital circulation will exceed 10,000, including Georgia Retailers, Convenience Industry Suppliers, and Tank Owners and Operators.

- 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, GA 30132

To pay by credit card, fill out the information below and remit to accounting@gacs.com.

Card # _____ Exp. Date _____ Security # _____

Company Name _____

Address Associated With this Credit Card _____

Name on Card _____

Signature _____ Payment Amount _____

D I G I T A L A D S P E C S



MEMBERSHIP

EVENTS

ADVOCACY

MORE...

Banner Ad Home Page

728 pixels (width) x 90 pixels (height) 72 dpi

Banner can be static or an animated gif

VOLUME XXI | NUMBER 2 | SUMMER 2024 | The Online Magazine of the Georgia Association of Convenience Stores

GACSTODAY

FEATURES

INSIDE

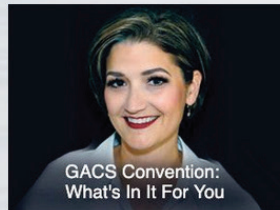


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GACS EDUCATION: BRINGING EDUCATION CLOSER TO YOU

2024 LEGISLATIVE UPDATE: SOUP'S ON

GACS BOARD MEMBERS: MEET YOUR NEWEST BOARD MEMBER, EVA RIGAMONTI

THE 2024 GACS ANNUAL MEETING AND CONVENTION: THERE'S NO PLACE LIKE GACS

GACS DIAMOND PARTNERS: GIFT CARD KIOSKS

GACS PAC ANNUAL SPRING GOLF OUTING

WELCOME NEW MEMBERS

Large Ad

576 pixels (width)
x 745 pixels (height)
72 dpi

Medium Ad

576 pixels (width)
x 390 pixels (height)
72 dpi

Small Ad

(Not available
on Home Page)
288 pixels (width)
x 390 pixels (height)
72 dpi

Digital Ad Artwork Requirements

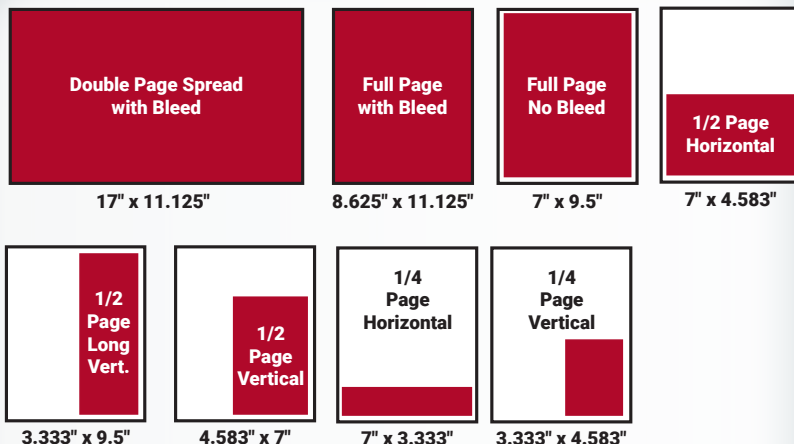
File formats accepted for the online *GACS Today* are 72-dpi JPEGs, PDFs, PNGs, TIFFs and GIFs (both animated and static).

Bottom Banner

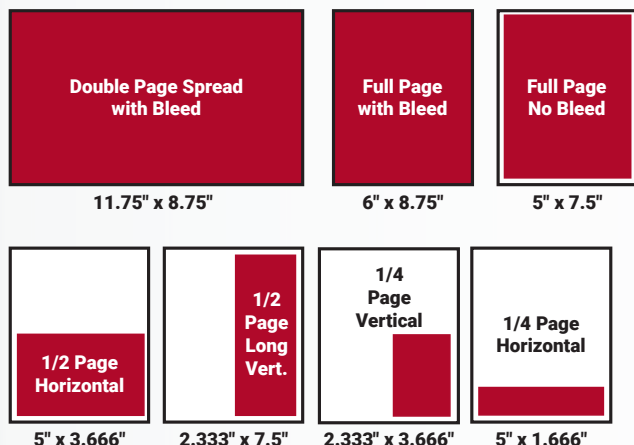
728 pixels (width) x 90 pixels (height) 72 dpi
Banner can be static or an animated gif

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

Trade Show Guide Trim Size: 8.375" x 10.875"



Directory Trim Size: 5.75" x 8.5"



Ad Artwork Requirements

Ads on the online *GACS Today* will display as 72-dpi RGB. Please supply your files in RGB as 72-dpi PDF, EPS, or JPEG. Ads in the **Directory** and **Trade Show Guide** 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).

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, copy-right 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.

2025 DEADLINES

Issue	Sales Close Date	Materials Close Date	Publication Date
<i>GACS Today Spring Issue</i>	Feb. 19, 2025	Feb. 21, 2025	Mar. 18, 2025
<i>2025 Trade Show Guide</i>	Apr. 30, 2025	May 1, 2025	May 15, 2025
<i>GACS Today Summer Issue</i>	May 7, 2025	May 9, 2025	Jun. 3, 2025
<i>GACS Today Fall Issue</i>	Jul. 30, 2025	Aug. 1, 2025	Aug. 26, 2025
<i>GACS Today Winter Issue</i>	Oct. 29, 2025	Oct. 31, 2025	Nov. 25, 2025
<i>2026 Membership Directory & Resource Guide</i>	Dec. 2, 2025	Dec. 12, 2025	Jan. 13, 2026



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