



2027 Media Kit



THE OPPORTUNITY

Reach the Industry that Keeps America Moving

Every day, convenience services reach millions of Americans where work and daily life happen. From the workplace to schools, hospitals and public spaces, the industry provides the food, beverages and services people rely on as they move through their day.

That reach creates a valuable opportunity for the companies that empower the industry.

NAMA's media opportunities put your brand, products and expertise in front of the operators, suppliers and decision-makers shaping convenience services. Through trusted communications, digital channels and educational programming, you can build visibility, introduce solutions and position your company where the industry is already paying attention.

Advertising with NAMA is an opportunity to connect your business to an industry with reach, influence and a role in the everyday lives of millions of people.

HOW IT WORKS

Four Ways to Build Your Presence

Your customers don't engage in just one channel. Your presence shouldn't be limited to one either. Choose the moments that matter to your business.

01 Expand Visibility



Reach Your Audience

Build visibility across NAMA's digital channels, publications and member communications, including newsletters, website content, social media and InTouch.

02 Share Expertise



Build Credibility

Position your company as a knowledgeable resource by contributing expertise, perspectives and practical information that helps the industry do its work better.

03 Directly Target



Reach Valued Contacts

Put your message directly in front of NAMA's engaged audience through dedicated communications and targeted outreach.

04 Unique Moments



Go Deeper

Associate your brand with the experiences and issues that matter to you or your customers.

THE OPPORTUNITY

Reach and Results

WEBSITE TRAFFIC



36,000

Average monthly sessions

26,000

Average monthly unique visitors

57,300

Average monthly page views

EMAIL REACH

Members



4,950

Average open rate: 35%

3RD PARTY REACH

Industry



49,000

Average open rate: 38%

COMBINED SOCIAL REACH



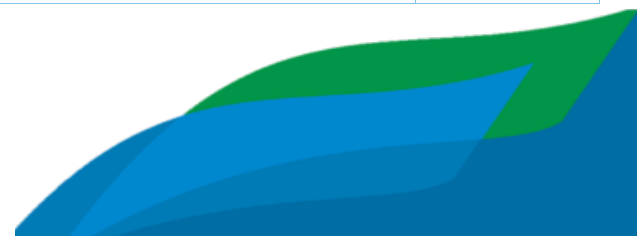
17,687

VISIBILITY

OPPORTUNITY	WHAT IT DELIVERS	WHAT IT INCLUDES	INVESTMENT
KITN - Banner Ad or Product Highlight	Have your banner ad or product highlight featured in NAMA's Keeping in Touch electronic newsletter.	- One (1) banner ad or product highlight in KITN newsletter. - Sponsor to provide graphic(s) as defined in graphic specs.	\$850
Paid Placement on Blog (content must be editorial)	Gain visibility with a paid placement on NAMA's blog, featuring your editorial content that enhances industry knowledge and provides valuable insights, while also driving SEO linkbacks to your supplier website.	- One (1) editorial blog post featured on NAMA's website with SEO linkback to the supplier's site. - Sponsor to provide content (500-1500 words) relevant to the industry. - Content must be approved by NAMA prior to publication.	\$3,000
NAMA Social Post	Promote your brand with a NAMA-approved social media post on NAMA's official channels, reaching a targeted audience of industry professionals and engaging followers with your message.	- One (1) social media post to be share on each NAMA channel: Instagram, Facebook, LinkedIn and X. - Sponsor to provide social copy and visuals for the social post. - Social post must be approved by NAMA.	\$4,500
Banner Ad on NAMANow.org (6 months)	Reach the convenience services community by advertising on the NAMA website for six months.	- Banner Ad on NAMANow.org website, 6 months. - Sponsor to provide graphic(s) as defined in graphic specs. - Creative can be changed out two (2) times during campaign.	\$5,000
Banner Ad on NAMANow.org (1 year)	Reach the convenience services community by advertising on the NAMA website for the whole year.	- Banner ad on NAMANow.org website, 12 months. - Sponsor to provide graphic(s) per specs. - Creative can be changed up to four (4) times.	\$9,600
Government Affairs e-newsletter recognition (1 per quarter)	Sponsor NAMA's Government Affairs Weekly Wrap-Up email to showcase your commitment to industry advocacy and engagement.	- Company logo placement in weekly email on a rotating schedule. - Sponsor responsible for providing company logo.	\$5,000

UNIQUE REACH

OPPORTUNITY	WHAT IT DELIVERS	WHAT IT INCLUDES	INVESTMENT
Focus Group	Host a small group to dig in and find out more about what your clients' needs are and how they think and feel about your products or services.	Sponsor responsible for ancillary meeting requirements and costs (AV, food and beverage, etc.)	\$10,000
Knowledge Center Sponsorship (1 year)	Associate your brand with industry education and practical resources through sponsorship of a NAMA Knowledge Center course.	- Brand recognition associated with one (1) NAMA Knowledge Center course for one year. - Sponsor logo included on designated promotional and/or course materials.	\$2,000
Product Review Video	Put your product in the spotlight with a NAMA-produced video review that introduces your product and highlights key features and benefits for the convenience services industry.	- One (1) review video produced by NAMA with up to two products. Video featured on NAMA's digital channels. - Sponsor provides product and supporting information/materials as requested.	\$2,500
Product Review Video and Blog	Extend your product's visibility with a NAMA-produced video review and accompanying blog article designed to showcase your product and its value to the convenience services industry.	- One (1) review video produced by NAMA with up to three products along with an (1) accompanying blog article published on NAMANow.org. - Sponsor provides product and supporting information.	\$4,000



DIRECT TARGETING

Retargeting Campaign (Year-Round Package)	Your ads will be shown several times to the convenience services audience of industry buyers as they browse the web. Each package delivers a specific number of impressions in a special time frame.	- Lead times for this service require up to 2 weeks advance setup. - Sponsor to provide graphic(s) and content as defined in graphic specs.	\$11,000
Branded Email (1 per quarter)	Your branded and NAMA-approved email will be sent by NAMA to all NAMA members. Metrics will be provided post-email, including open and click-through rate.	- Sponsor to provide graphic(s) as defined in graphic specs. - Sponsor or NAMA to provide email content.	\$7,500

SHARE EXPERTISE & INCREASE LEADS

KITN - Advertorial / Article	Publish an article as a thought leader in NAMA's Keeping in Touch electronic newsletter.	- One (1) article in KITN newsletter. - Sponsor to provide article. - Article must be approved by NAMA.	\$1,500
Webcast Advertiser	Align your brand with a NAMA webcast.	- Your logo will be displayed on signage. - Opportunity to introduce session (exact webcast to be determined/coordinated with NAMA).	\$1,500
Webcast Sponsor	Share your knowledge and establish your company as a subject matter expert while building brand confidence as being a presenter or panelist on a NAMA webcast.	- NAMA Education Team will work with sponsor to determine timing/topic. - Your logo will appear on screen during the webcast.	\$2,500
Coffee Quarterly Newsletter	Reach NAMA's audience through the Coffee quarterly newsletter, with dedicated space to share your content, resource or offer.	- Sponsored content link in one quarterly issue, subject to NAMA approval. - Performance metrics, including clicks, provided post-publication.	\$1,500
Online Industry Training	Reach new audiences through NAMA's Knowledge Center, positioning your company as an industry leader while delivering practical education to the convenience services community.	- Partner education content is curated in NAMA's Knowledge Center for one to three years and featured in one (1) NAMA education newsletter. - Sponsor provides products and supporting materials in coordination with the NAMA Education Team for consistency with educational positioning.	\$5,000
White Paper	Share your knowledge and demonstrate your company's expertise through a white paper.	- NAMA will host and promote original white paper to the industry in NAMA member portal. - Sponsor will provide white paper in PDF along with suggested marketing assets for promotional use; NAMA may adjust all assets for audience, space and style.	\$3,500



Invest in your place in the industry.

Whether your goal is visibility, thought leadership, audience engagement or a year-round presence, NAMA provides opportunities to build your company's presence across the convenience services community.

Let's build your program.

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