



NATIONAL CONVENIENCE DISTRIBUTORS



2024

**YOUR
PARTNER.**

Distributing Products,
Delivering Relationships,
and Driving Results
for Over a Century.

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NATIONAL CONVENIENCE DISTRIBUTORS IS EXCITED TO SHARE THE 2024 VENDOR PARTNER PROGRAM OPTIONS WITH YOU.

We are committed to providing the best-in-industry experience for our vendors. As we continue to grow the NCD footprint, we plan to have 3 in-person trade shows, one expanded virtual show, vendor days, interactive sales meetings, and new digital marketing programs for our vendors and customers, as we work to grow all of our businesses.

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NCD provides multiple touchpoint opportunities for our vendor partners to reach a customer base of nearly 23,500 independent retailers, chains, universities, hospitals, institutions, and the like, from Maine to Florida.

ANNUAL PACKAGES

PLATINUM

TRADITIONAL

- › 12 pages in all divisions' print promotion magazine "The Insider" (includes digital version)
- › Annual cigar book one full page ad (for tobacco partners)

**20%
OFF
TRUCK
ADS!**

EXPERIENTIAL

- › Tradeshow booths — 3 live, 1 virtual
- › Brand presentation at 6 of our monthly sales meetings
- › Your choice of sponsorship at 3 tradeshows during the year (ie. lanyards, digital signage, floor decals)
- › Vendor Day Inclusion
- › Exclusive opportunity to participate in our Fill the Gap* program
- › Top 2 Top* Priority List

DIGITAL

- › 3 web product feature stories
- › 6 email/mobile communications
- › 4 ecommerce/app promos
- › Vendor partner web listing
- › 2 Vendor Partner Portal Users
- › 12 Digital Signage time slots

\$72,000

GOLD

TRADITIONAL

- › 10 pages in all divisions' print promotion magazine "The Insider" (includes digital version)
- › Annual cigar book one full page ad (for tobacco partners)

**10%
OFF
TRUCK
ADS!**

EXPERIENTIAL

- › Tradeshow booths — 2 live, 1 virtual
- › Brand presentation at 2 of our monthly sales meetings
- › Your choice of sponsorship at 2 tradeshows during the year (ie. lanyards, digital signage, floor decals)
- › Vendor Day Inclusion
- › Exclusive opportunity to participate in our Fill the Gap* program

DIGITAL

- › 2 web product feature stories
- › 2 email/mobile communications
- › 3 ecommerce/app promos
- › Vendor partner web listing
- › 2 Vendor Partner Portal Users
- › 8 Digital Signage time slots

\$50,000

SILVER

TRADITIONAL

- › 9 pages in all divisions' print promotion magazine "The Insider" (includes digital version)
- › Annual cigar book one full page ad (for tobacco partners)

EXPERIENTIAL

- › Tradeshow booths — 1 live, 1 virtual
- › Brand presentation at 2 of our monthly sales meetings
- › Your choice of sponsorship at 1 tradeshow during the year (ie. lanyards, digital signage, floor decals)

DIGITAL

- › 2 web product feature stories
- › 4 email/mobile communications
- › 2 ecommerce/app promos
- › Vendor partner web listing
- › 1 Vendor Partner Portal User
- › 6 Digital Signage time slots

\$41,000

BRONZE

TRADITIONAL

- › 4 pages in all divisions' print promotion magazine "The Insider" (includes digital version)
- › Annual cigar book one full page ad (for tobacco partners)

EXPERIENTIAL

- › Tradeshow booths — 1 live, 1 virtual
- › Brand presentation at 1 of our monthly sales meetings
- › Your choice of sponsorship at 1 tradeshow during the year (ie. lanyards, digital signage, floor decals)

DIGITAL

- › 1 web product feature story
- › 3 email/mobile communications
- › 1 ecommerce/app promo
- › Vendor partner web listing
- › 1 Vendor Partner Portal User
- › 4 Digital Signage time slots

\$25,000

NCD'S PRINT ADVERTISING PORTFOLIO

- Monthly Insider - Multiple Regions
- Truck Advertising
- Specialty Guide targeting customers interested in discovering your newest programs and brands.
- Food Service Specific

MONTHLY INSIDER

PRINT + DIGITAL
(12 Issues per division + 1 Annual Cigar Book)

- Full color gloss formatted catalog
- Monthly advertising opportunities
- Digitized with interactive elements

LIMITED SPACE IS AVAILABLE FOR PRINT OPPORTUNITIES.

To guarantee your placement please consider a partner program commitment.

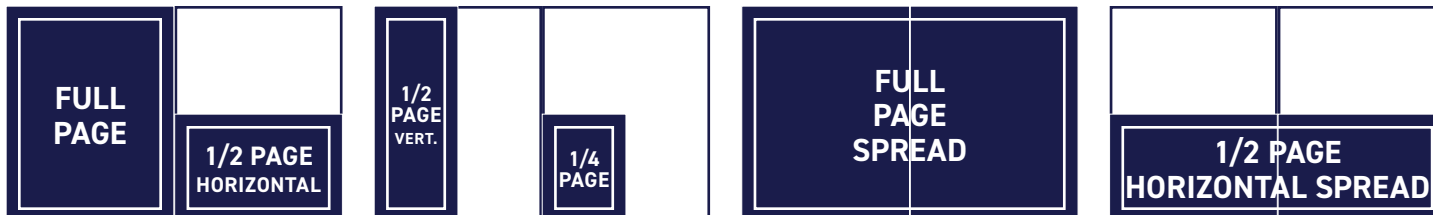
- <https://thencd.com/vpp/>



With a customer base of over 23,500 customers across 13 states and growing, NCD has many ways to reach our customers.

MONTHLY INSIDER

2024 Specs, Dates, and Rates



Size	Live WxH (Non-Bleed)	Trim WxH	Bleed WxH	1x Rate*
Full Page	8.125" x 10.625"	8.375" x 10.875"	8.625" x 11.125"	\$3,100
Full Spread	16.50" x 10.625"	16.75 x 10.875"	17" x 11.125"	\$5,400
1/2 Page Vertical	4.0625" x 10.625"	4.125" x 10.875"	4.75" x 11.125"	\$1,600
1/2 Page Horiz.	8.125" x 5.3125"	8.375" x 5.375"	8.625" x 5.625"	\$1,600
1/2 Page Spread	16.50" x 5.3125"	16.75" x 5.375"	17" x 5.625"	\$2,800
1/4 Page	4.0625" x 5.3125"	4.1875" x 5.4375"	4.3125" x 5.625"	\$1,100

.25" bleed on sides | Live matter should be .125" from trim

Month	Sale Dates	Ads Due	Mail Date Month	Extra Dist.
Jan. 2024	Dec. 31 '23 - Feb. 3	11/13/23	12/18	
Feb. 2024	Feb. 4 - Mar. 2	12/11/23	1/22	
Mar. 2024	Mar. 3 - Mar. 30	1/15/24	2/19	
Apr. 2024	Mar. 31 - May 4	2/12/24	3/19	NCD Trade Show in MA 4.25.24
May 2024	May 5 - June 1	3/18/24	4/23	
Jun. 2024	June 2 - June 29	4/15/24	5/20	
Jul. 2024	June 30 - Aug. 3	5/13/24	6/12	Virtual Show*
Aug. 2024	Aug. 4 - Aug. 31	6/17/24	7/22	
Sep. 2024	Sept. 1 - Sept. 28	7/15/24	8/19	NCD Trade Show in AC 9.19.24
Oct. 2024	Sept. 29 - Nov. 2	8/12/24	9/16	NACS
Nov. 2024	Nov. 3 - Nov. 30	9/16/24	10/21	
Dec. 2024	Dec. 1 - Dec. 28	10/14/24	11/18	

*VIRTUAL + FLORIDA IN-PERSON TRADE SHOW DATE TBD

MONTHLY CIRCULATION

- > **19,000+** mailed directly to our Convenience stores, deli's, grocery stores, and chain customers up and down the East Coast.
- > **2,000+** used as a sales & prospecting tool to potential customers
- > **3,000+** additional books printed and distributed at our Trade Shows

FILE FORMATS

We prefer PDF files generated using PDF/X1a settings. In order to generate printable PDFs, it is important that the native file (Adobe InDesign, Photoshop) is prepared accordingly.

Preparing native files for printable PDFs:

- > Set bleeds 1/4" (.25) beyond trim
- > All images/scans must be in SWOP (CMYK or Grayscale) TIFF or EPS between 200 and 400 dpi resolution
- > Use Postscript (Type 1) fonts only; no True Type, Windows/PC or custom fonts accepted, unless converted to outlines
- > DO NOT use stylized fonts
- > Embed all fonts
- > All elements must be placed at 100% size
- > Avoid rotation and cropping of images in layout program
- > Do not nest EPS files in other EPS files
- > Four-color solids should not exceed SWOP density of 280%
- > Standard trim, bleed and center crop marks should be included and have a 12 point offset (no marks included in the "live" image area)

NCD CAN DESIGN YOUR AD

- > Email for details NCDMarketing@thencd.com

DIGITAL OPPORTUNITIES

- Email + Mobile Communication
- In-Store Digital Signage (Q2, 2024)
- e-Commerce visibility
- Web Content

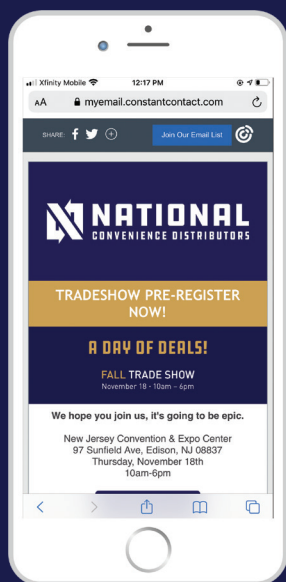
NCD continues to invest in technology to support our customers', vendors' and employees' needs to enhance the sales experience.

NCD offers many solutions to support ordering, product check in, reporting requirements and analysis, EDI invoicing and ACH payment transactions. NCD's sales and marketing teams are equipped with iPads. This allows them to present up-to-date information on products, programs, promotional and ranking information as well as identify top ranked item voids.

EMAIL + MOBILE COMMUNICATION

Email and SMS remain the most efficient and effective ways to reach people! If you're looking to improve your sales, let us create a custom program to speak directly to retailers and sales representatives promoting your product. Upon request, we can provide you with measurement and performance. Calls-to-action can even go direct to your brands' assets, website, and more.

**A LA CARTE PRICE VARIES
DEPENDING ON REACH**



DIGITAL SIGNAGE

Exciting Marketing program launching Q2 2024. Reach DIRECT TO CUSTOMERS - at the store level! Benefits: increased brand awareness at point of purchase, high ROI, competitive advantage, impactful and current messaging, and so much more.

➤ Let us help you get your product in front of the right people.



VENDOR PARTNER PORTAL ACCESS

Access our vendor partner portal to efficiently manage your program elements. This portal gives you the tools you need to submit your monthly ads for The Insider, submit new products, create web content with us, and more.

- **Cost: \$500 Per User, Per Year**
A LA CARTE PRICE

E-COMMERCE / ORDERING

- 78% of our customers use some form of digital ordering, offering another opportunity to advertise and communicate direct to the customer
- **Cost: \$250 per 2 week promo**
A LA CARTE PRICE

WEB CONTENT

Partner with NCD in creating web content and press for your product, brand, or company. Over 12,000 visitors go to our websites in a month! Get your products in front of these 10,000 customers! This is a simple, cost-effective way to connect with our customers. We also share the content on our social channels, including LinkedIn!

- Cost: \$1,000 Per Content Piece**
A LA CARTE PRICE

TRADE SHOW & VENDOR DAY OPPORTUNITIES

› In-person & Virtual



**MEET CUSTOMERS
IN-PERSON**

TRADE SHOWS

National Convenience Distributors plans to host 3 live trade shows in 2024; Springfield MA, Atlantic City and Tampa.

Combined participation at our trade show can include 300 plus vendors, offering the best market rates for our customers. With over 2,000+ customers in attendance, this is the best opportunity to showcase innovative products and programs.

COST

› **\$4,200 per booth.**

A LA CARTE PRICE | DISCOUNTS FOR PARTNER PROGRAM PARTICIPANTS

Ask about our marketing bundles & Sponsorship Opportunities.

VIRTUAL TRADE SHOW

We will have a virtual trade show across all divisions in Summer 2024.

COST

› **\$1,500 per booth.**

A LA CARTE PRICE | DISCOUNTS FOR PARTNER PROGRAM PARTICIPANTS

Ask about our marketing bundles & Sponsorship Opportunities.

› More Info to come...

VENDOR DAYS

Smaller-scaled “tradeshows” hosted at an NCD warehouse. Anticipating 2 or 3 in 2024. Dates and divisions TBD.

COST

› **\$1,200 per table.**

A LA CARTE PRICE | DISCOUNTS FOR PARTNER PROGRAM PARTICIPANTS

FLEET SPONSORSHIP

Paving the Way for Brand Engagement

91% of people notice ads mounted on the sides of trucks and can recall the ad days later, according to a recent study conducted by American Trucking Association.



TRUCKSIDE ADS ARE MOBILE BILLBOARDS

Ads wrapped around the visible sides of local delivery trucks are a powerful tool to strengthen your brand with large-format ad space located on the side of commercial vehicles.

These high-impact ads ensure brand recognition all throughout our markets.

- › Delivery vehicles reach consumers at the point of purchase
- › Target your customers wherever they are
- › Ads are easy to view from a distance and sit above traffic to ensure maximum exposure for your message
- › By advertising on multiple trucks, it is possible to reach as many people as broadcast and tradition out-of-home media

MOBILE TRUCK ADVERTISING GENERATES 2.5 TIMES MORE ATTENTION THAN A STATIC BILLBOARD!

Initial graphics included. With supplied artwork; creative services available at an additional charge.

Custom programs available.

Most cost-effective form of advertising!

COST

› **\$5,500 PER TRUCK PER YEAR**

A LA CARTE PRICE | DISCOUNTS FOR PARTNER PROGRAM PARTICIPANTS

Truckside billboards have been determined to be **the most effective advertising medium** in both product sales and consumer awareness.

AS INDICATED BY POINT OF PURCHASE ADVERTISING INTERNATIONAL (POPAI)

OTHER OPPORTUNITIES + REACH

Multiple engagement opportunities throughout the year...

We love
STRATEGIC and
CREATIVE ideas!
Let's hear what
else you got!

OFF-SITE MEETINGS

NCD hosts a couple of off-site meetings each year. Meeting sponsorships can consist of: Lunch 'n Learns, speaking engagements, product samples, and more.

EVENT SPONSORSHIPS

Outside of our Trade Shows, NCD executes events throughout the year - at Customer/vendor/partner/employee appreciation parties, Fundraising participation and more.

EMPLOYEE INCENTIVES

Monthly contests and rewards - Our employees are our rockstars. We love rewarding them for their hardwork and dedication. Have a product you'd like to donate to add to our reward center?

DIRECT TO CONSUMER

Expanded digital signage and in-store opportunities.

ORDER INSERTS

Thousands of deliveries a day. Do you have a print advertisement or a sample-sized product that you would like to get into the hands of our retailer partners?

EMPLOYEE SPONSORSHIPS

Hundreds of NCD sales consultants and drivers are in the field every day ready to wear your branded merchandise and or use your promotional specialties (ie. driver uniforms, pens, clipboards, ipad covers...)



FOR MORE INFORMATION PLEASE CONTACT THE MARKETING TEAM AT
NCDMARKETING@THENCD.COM

HOW TO SIGN UP?

Click here...<https://thencd.com/vpp/>

NATIONAL CONVENIENCE DISTRIBUTORS



PARTNER WITH US TODAY!

Areas we service:

- > Connecticut
- > Massachusetts
- > Rhode Island
- > New Hampshire
- > Vermont
- > Maine
- > New York
- > New Jersey
- > Pennsylvania
- > Maryland
- > Delaware
- > West Virginia
- > Virginia
- > District of Columbia
- > Florida

631.962.2400

thencd.com

Generations of family leadership combine to form the fourth largest full-line convenience distributor in the United States. Established by Palm Beach Capital in 2020, NCD represents the powerful unification between Allen Brothers Wholesale Distribution, Century Distributors, Colonial Distributing, Harold Levinson Associates, J. Polep Distribution, and Wustefeld Candy. At NCD, our people and our partnerships are our greatest assets. Backed by over a century of knowledge, NCD has been driving profitable growth through impactful marketing, innovation, and an entrepreneurial spirit. Focusing on businesses both large and small, we service 14 states (and D.C.) spanning the East Coast.

