

NACS MAGAZINE

COOL NEW PRODUCTS & SERVICES GUIDE

Get your new product in front of retailers NOW!

Deadlines:
Jan issue – Dec. 1
May issue – April 1
Jul issue – June 1
Oct issue – Aug 24

For more on
 NACS Magazine, see
 your 2009 Media Kit,
 or visit
www.nacsmagazine.com.

REACH more than 29,000 readers for only \$1,400 in the Cool New Products & Services Guide, published in the January, May and July issues of NACS Magazine. Only \$1,700 for placement in the October "NACS Show" issue.

Very Popular. Rated one of the top sections of NACS Magazine by retailer readers.

Cost-effective marketing. Capture the attention of buyers who have purchasing power without breaking the bank.

Bonus Online Product Visibility.

Your listing is included online at www.nacsonline.com for three months at no additional cost, stretching your marketing dollars and extending exposure to thousands of Web site visitors.

COST: \$1,400 per product ad (there are four ads per page); \$1,700 per ad for Oct. "NACS Show" issue

Contact Information

Company Name _____

Contact Name _____
PREFIX FIRST NAME LAST NAME SUFFIX

Title _____

Advertising Agency (if applicable) _____

Address 1 _____

Address 2 _____

City, State, Zip _____

Country _____ Email _____

Phone _____ Fax _____

Space Reservation

January 2009
 Quantity: 1 2 3 4

May 2009
 Quantity: 1 2 3 4

July 2009
 Quantity: 1 2 3 4

October 2009:
 NACS SHOW Issue - \$1,700
 Quantity: 1 2 3 4

Subtotal \$ _____
 (Cost per product listing: \$1,400.
 10% discount on 3 or more
 placements, and a 20% discount
 on 4 placements.) Price is \$1,700
 for NACS Show issue.

Payment (Payment must be received to guarantee space.)

Check enclosed made out to NACS

VISA MasterCard American Express

Credit Card Number _____ Expiration Date _____

Cardholder Name _____ Billing Address Zipcode _____

Cardholder Signature _____

The signatory of this form agrees to accept and pay all applicable charges, including adjustments to reflect correction of arithmetical errors as well as all per item costs, based on the items chosen and your company's current membership status with the Association of Convenience and Petroleum Retailing (NACS). Moreover, the signatory specifically authorizes NACS to charge any such amounts to the credit card referenced on this form.

Please fax this form to NACS Advertising Manager Jennifer Nichols at (703) 836-4564.

MATERIALS INSTRUCTIONS & REQUIREMENTS

NACS Magazine Cool New Products & Services Guide


INSTRUCTIONS

- Complete this form and fax to NACS Advertising Manager Jennifer Nichols at (703) 836-4564.
- Email the following materials to jnichols@nacsonline.com for each listing, using "Cool New Products Guide" and your company name in the subject line.

MATERIAL REQUIREMENTS

- 1) Product Information: please include headline, product name, and company name in email as you wish it to appear in the listing. Word limit for each: 50 characters with spaces.
- 2) Promotional Copy: No more than 80 words in paragraph form describing the product (no line spaces or bullets). Full press releases are not recommended as NACS will edit copy without your input. NACS reserves the right to edit any copy for grammatical errors, consistency, clarity or length.
- 3) Phone number and website URL for sales leads.
- 4) Image requirements: 1 image of product (multiple images for 1 listing are not accepted). Must be "pure" image file at 300 dpi resolution, approximate size of 3"x3", JPG, TIF or EPS format. Images embedded in PDF, Word, or PowerPoint cannot be accepted.

STRIKE IT RICH: CAPITAL FOR MERCHANTS AND THE PETROLEUM INDUSTRY



PRODUCT NAME: Merchant Cash Advances
COMPANY NAME: Capital for Merchants (CFM)

Capital for Merchants offers a hassle-free alternative to loans. They allow merchants to leverage their greatest asset — future sales. CFM pays merchants for their future credit card transactions up-front, and is paid back with a small fixed percentage on daily credit card receipts. Merchants must operate for over a year and accept Visa or MasterCard. Approval in 5 minutes. Receive cash within 72 hours. Contact a representative at (866) 641-9862 or visit www.capitalformerchants.com.

Listing Headline



Product Name

Company Name

Promotional Copy

LAYOUT

There are 4 ads per page. Ads are organized alphabetically by company name within major categories: Candy & Snacks, Merchandise, Foodservice Equipment & Programs, Store Operations & Technology.

<p>[MERCHANDISE]</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>HOURS OF ENERGY NOW. NO CRASH LATER.</p>  <p>PRODUCT NAME: 5-hour Energy COMPANY NAME: 5-hour Energy</p> <p>Why expand your line of liquid energy shots with the latest "me too" when you can carry the complete line from the category leader, 5-hour Energy. Available in berry, lemon-lime, orange, Decaf and Extra Strength. Stop by for a sample. Visit www.fivehour.com.</p> </div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>WIPES DRIVE THE AUTO APPEARANCE CATEGORY</p>  <p>PRODUCT NAME: Armor All To-Go Wipes COMPANY NAME: Acosta</p> <p>Vehicle appearance products are a \$900 million category, twice that of performance. Wipes are the largest segment of the appearance category. Armor All is the leader with close to an 80% share. Introducing new Armor All To-Go Wipes in 2 flavors: cleaning and glass. Consumers like the new car-friendly packaging, making it easy for quick touch-ups. Retailers like that they are easy to peg and/or shelf and offer incremental dollars to the category. Also available in a convenient clip-strip. Visit www.acosta.com.</p> </div>	<p>COOL NEW PRODUCTS</p>
<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"> <p>MINI THIN RUSH® ENERGY SHOTS... FEEL THE RUSH!</p>  <p>PRODUCT NAME: Mini Thin Rush® COMPANY NAME: BDI Marketing</p> <p>Mini Thin Rush® provides the body with a shot of instant energy leaving you feeling rejuvenated. It supplies 6 hours of energy without the crash. This flavored energy shot is sugar-free and contains less than one carb per serving. Each bottle is designed for consumers on-the-go and looking to Feel the Rush of Pure Energy. We are pleased to announce the introduction of Mini Thin Rush® in 3 new flavors: Mocha, Orange and Lemon Lime. Visit www.minithinrush.com.</p> </div> <div style="border: 1px solid black; padding: 5px;"> <p>TIMELESS STYLE ON AN AMERICAN CLASSIC</p>  <p>PRODUCT NAME: BIC Select – Hidez™ COMPANY NAME: BIC Corporation</p> <p>Textured synthetic wraps highlighted with chrome detailing creates an unmatched premium lighter case that will appeal to consumers from all walks of life. Exclusively filled with BIC® Lighters, they offer the style of a refillable without the hassle. Available in two sizes; BIC Hidez™ Maxi-Full Size Lighter is trimmed with 5 unique synthetic lizard wraps (BIC Item: LCT25LC, SRP \$4.49) and BIC C2 Hidez™ Mini Lighter is trimmed with 5 unique synthetic leather & lizard skin wraps (LCJCPT254, SRP \$3.79). Visit www.biclighter.com.</p> </div>	<p>"There's no better way to introduce your new products. NACS Magazine's Cool New Products & Services Guide is our first choice to promote our new product lines. The response has been wonderful! The magazine and online ads reach key decision makers who need our products. Not only has it been a wise and economical choice...it has been one that works!"</p> <p>—LYNNE DICKEY, PRESIDENT PLASTIC & PRODUCTS MARKETING</p> <p style="text-align: center;">For questions, please contact Jennifer Nichols at jnichols@nacsonline.com (703) 518-4276 or Bob Block, associate publisher, at rblock@nacsonline.com (703) 518-4224.</p> <p style="text-align: center;">NACS 1600 Duke Street Alexandria, VA 22314 (703) 684-3600 (703) 836-4564 fax www.nacsonline.com www.nacsmagazine.com</p>