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		1	Space Reservation
Company Name			☐ January 2009
Contact Name PREFIX FIRST NAME	LAST NAME	SUFFIX	Quantity: 1 2 3 4
Title			☐ May 2009 Quantity: 1 2 3 4
Advertising Agency (if applicable)			」 □ July 2009
Address 1			Quantity: 1 2 3 4
Address 2			☐ October 2009:
City, State, Zip			NACS SHOW Issue - \$1,700 Quantity: 1 2 3 4
Country	Email		
Phone	Fax		Subtotal \$ (Cost per product listing: \$1,400.
Payment (Payment must be received to guarantee space.) ☐ Check enclosed made out to NACS			10% discount on 3 or more placements, and a 20% discount on 4 placements.) Price is \$1,700 for NACS Show issue.
\square VISA \square 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.

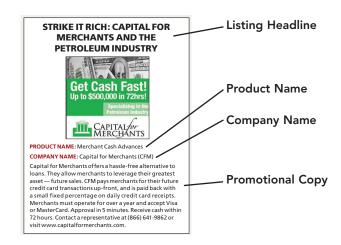
MATERIALS INSTRUCTIONS & REQUIREMENTS NACS Magazine Cool New Products & Services Guide

INSTRUCTIONS

- Complete this form and fax to NACS Advertising Manager Jennifer Nichols at (703) 836-4564.
- Email the following materials to <u>jnichols@nacsonline.com</u> 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.



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.



"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!"

—LYNNE DICKEY, PRESIDENT PLASTIC & PRODUCTS MARKETING

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.

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