

Get your cool new product in front of retailers!



Capture the attention of buyers with purchasing power without breaking the bank.



Bonus Online Product Visibility

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

"Featured Cool New Product" Ad in the NACS Daily e-Newsletter

Ad appears in the NACS Daily e-Newsletter for one week for \$250. Only available if you advertise with a Cool New Product print ad.

Deadlines:

April issue – Mar. 1, 2012

Jul issue – June 1, 2012

Oct issue – Sept. 3, 2012

For more on NACS Magazine, see your 2012 Media Kit, or visit nacsmagazine.com/advertise.

- COST:**
- \$1,000 per product ad (four ads per page)
 - \$1,200 per ad for Oct. NACS Show issue
 - \$1,800 for half-page ad, \$2,000 in NACS Show issue
 - \$250 per ad for NACS Daily e-Newsletter (one week)
 - Buy 3 Cool New Product print ads and get the 4th ad free

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

April 2012
 Quantity: 1 2 3 4

July 2012
 Quantity: 1 2 3 4

October 2012
 NACS SHOW Issue - \$1,200
 Quantity: 1 2 3 4

NACS Daily e-Newsletter
 \$250 per week
 Quantity: _____

NACS Online only
 \$500 for 3 months visibility
 Quantity: _____

Subtotal \$ _____

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 Guide

Product release date to the convenience industry must be after January 1, 2012 or product of a company new to the NACS Show this year.

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 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 for a quarter-page ad and no more than 120 words for a half-page ad** 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.

Listing Headline: STRIKE IT RICH: CAPITAL FOR MERCHANTS AND THE PETROLEUM INDUSTRY

Product Image:

Product Name: Get Cash Fast! Up to \$500,000 in 72hrs!

Company Name: CAPITAL for MERCHANTS


Promotional Copy:
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.

LAYOUT

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

[MERCHANDISE]


OFFERING CONSUMER SATISFACTION & ROI THAT YOUR ESTABLISHMENT CRAVES!



PRODUCT NAME: InstaCig Disposable e-Cigarette
COMPANY: INSTACIG USA, INC.
 The InstaCig is the revolutionary disposable e-cig that features the lightest unit on the market with a soft tip and offers 600 silent 5-second puffs! Boasts a recession-friendly M.S.R.P. of just \$7.99 and a simple user-friendly approach of two flavors, Tobacco or Cool Menthol, with 18mg nicotine. Save counter space and increase profitability with the small footprint and vibrant identity of the InstaCig's P.O.P. displays and stunning P.O.S. materials. Please contact us at (888) 801-8181 ext. 1, or visit InstaCig.com.

*Includes nicotine warnings as well as CE, SGS, ROHS certification labels
 *Backed by a MANUFACTURER'S product liability insurance policy

WHITE OWL® FOILFRESH® SILVER CIGARILLOS



PRODUCT NAME: White Owl® Foilfresh® Silver Cigarillos
COMPANY NAME: Swedish Match North America
 This January, White Owl will launch the hottest flavor of 2012: UNFLAVORED. Silver FoilFresh® Cigarillos offers a smooth, uncomplicated smoke for the smoker that wants an alternative to sweet or flavored cigars. The formats available will be 3-For-2 Pouches, Bonus Box, 5-For-4 Pack, and a limited-time 2-For-\$99 Pouch; all guaranteed fresh. Call (800) 367-3677 or e-mail customer.service@smna.com for more information.

[FOODSERVICE EQUIPMENT & PROGRAMS]

COCKADODDLE-NEW! CHICKEN BISCUIT BREAKFAST SANDWICH



PRODUCT NAME: Jimmy Dean® Southern Style Chicken Biscuit
COMPANY NAME: Sara Lee Foodservice
 Hatch more sales in the morning with the new Chicken Biscuit from the #1 brand in breakfast sandwiches! — Jimmy Dean®. This 4 oz. breaded chicken patty on a biscuit is fully cooked and ready to heat and serve in minutes. Wrapped in our exclusive butcher wrap paper, the Chicken Biscuit provides a 4-hour hold time in the warmer, maintaining great taste and freshness. Like our other premium Jimmy Dean butcher wrap breakfast sandwiches, the new Chicken Biscuit is supported with complete turnkey point-of-sale merchandising and hot case rebates to help you build your breakfast sandwich business and generate consumer trial on this tasty new product. For more information visit www.saraleefoodservice.com or call 1-800-682-SARA (7272).

*SymphonyRI Total U.S. FDMx Dollar Share, 52 weeks ending 10/16/11

NACS Magazine's Cool New Products 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

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