

CTS Resource Guide

November 24, 2008

REACH 10,000 CTS MERCHANTS FOR AN ENTIRE YEAR!

Tap into the buying resources of 10,000 U.S. Cigarette/Tobacco Store merchants by joining more than 200 companies that listed their products and services and advertised in our *2008 Tobacconist CTS Resource Guide*. The *CTS Resource Guide* has proven to be a valuable and comprehensive reference tool for the CTS retail community. The *CTS Resource Guide* is mailed free of charge to more than 10,000 CTS businesses, where it is used continuously throughout the year to locate needed products that you supply.

CTS merchants are no longer primarily retailers of cigarettes and mass-market tobacco products. The vast majority of CTS retailers offer a complete range of tobacco products, including premium cigars, fine humidors, related accessories and tobaccos. Our research also points to a great need for a comprehensive resource guide allowing manufacturers and distributors to promote their products directly to CTS retailers. The *Tobacconist CTS Resource Guide* addresses that need.

Don't miss the opportunity to get your message out to this important group of retailers. A *single* standard listing (16 lines) in any *one* section is **free**. A list of the product category sections is found on the enclosed Ad Space Contract. Determine which category (or categories) your products and services fit into, and check the box to indicate your wish to be found there. Your corporate logo (up to 1.5 inches wide or high) may be added to a standard free listing for only \$150. You may download the form for a free 16-line listing at <http://tobacconistmagazine.com/ctsguide/> or e-mail David Huggins at dhuggins@speccomm.com. Display advertisers in the CTS Resource Guide receive an upgraded listing with company logo included *free of charge*. Display advertisers may also have expanded product listings cross-listed in each appropriate section of the directory, and may include a company logo in each of their listings *free of charge* — it's like having a sales rep on call at every CTS store nationwide, 24 hours a day, 365 days a year!

An additional marketing benefit you will receive from the *CTS Resource Guide* is our new lead generation system, Media Matrix. Using the internet, this system provides retailers with access to 31 different product categories, virtually all of the merchandise required to operate a retail tobacco store. Each ad in the CTS Guide is automatically coded and all reader inquiries relating to your specific ad—"direct leads" and product category "bonus leads"—will be emailed to the designated individual in your company. The e-mail communicating your leads will include names, zip codes and e-mail addresses, telephone numbers and fax numbers for the individual requesting the information. You will also receive demographic information about the retailer with each lead.

Return the enclosed Ad Space Contract with payment by December 19 and take 13% off the cost of any ad. To receive the discount and include your information in the *2009 CTS Resource Guide*, complete the enclosed ad contract and return it by December 19 to: *CTS Resource Guide*, 307 Southway, Baltimore, MD 21218 or fax it to 410-366-2462. Please e-mail your product listing in MS Word, MS Excel, or pdf format to: dhuggins@speccomm.com

Don't hesitate to contact me if you would like more information about the *2009 CTS Resource Guide*, or to request a copy of the *2008 CTS Resource Guide* for review. You can reach me by calling 410-960-9491 or e-mail me at dhuggins@speccomm.com.



David Huggins
CTS Guide Manager



2009 CTS Resource Guide Ad Space Reservation

Please return by February 9, 2009

Company or Organization Name _____

Address _____

City _____ State _____ ZIP code _____

Toll-free _____ Telephone _____ Fax _____

E-mail _____ Web site _____

KEY PERSONNEL

Name _____ Title _____ E-mail _____

Name _____ Title _____ E-mail _____

ADVERTISING SPACE ORDER Please reserve the following ad spaces for my company:

- | | | |
|-----------------------------|--|--|
| ___ 2-page spread | <input type="checkbox"/> Color - \$4,245 | <input type="checkbox"/> Black and White - \$3,610 |
| ___ 1-page ad | <input type="checkbox"/> Color - \$2,550 | <input type="checkbox"/> Black and White - \$2,125 |
| ___ Half-page horizontal ad | <input type="checkbox"/> Color - \$1,600 | <input type="checkbox"/> Black and White - \$1,280 |
| ___ Half-page vertical ad | <input type="checkbox"/> Color - \$1,600 | <input type="checkbox"/> Black and White - \$1,280 |
| ___ One-fourth page ad | <input type="checkbox"/> Color - \$ 955 | <input type="checkbox"/> Black and White - \$ 800 |
| ___ One-eighth page ad | <input type="checkbox"/> Color - \$ 595 | <input type="checkbox"/> Black and White - \$ 465 |
| ___ Preprinted Insert | <input type="checkbox"/> \$2,550 | |

Please indicate single section in which ad is to be placed:

- Cigars Cigarettes Tobacco Smoking Accessories Merchandise/Gifts Business Services

PRODUCT AND SERVICE CATEGORIES

Select all that apply.

- | | | | |
|-------------------------------------|---|--|--|
| <input type="checkbox"/> Cigarettes | <input type="checkbox"/> Cigars | <input type="checkbox"/> Tobacco | <input type="checkbox"/> Smoking Accessories |
| <input type="checkbox"/> Pipes | <input type="checkbox"/> Lighters | <input type="checkbox"/> Merchandise/Gifts | <input type="checkbox"/> Computers/Software |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Business equipment | <input type="checkbox"/> Business Services | <input type="checkbox"/> Advertising/Promotional |

Contact information and listing(s) for advertisers will appear in each applicable product section.

Please submit text of your listing as soon as possible in MS Word, Excel, or pdf format to dhuggins@speccomm.com

Space for product listing is allocated according to size of ad placed.

- Add my company logo at no additional charge to my product listing (*please e-mail your logo with your listing text*)

I accept responsibility for the information included here and acknowledge that submitting this form commits my company to the fees as outlined here. I will receive a confirmation and detail of the charges incurred within two weeks of receipt.

Signature _____ Print Name _____

Please return by February 9, 2009 to:

TOBACCONIST CTS Resource Guide • 307 Southway, Baltimore, MD 21218

Phone (410) 960-9491 • Fax (410) 366-2462

TOBACCONIST

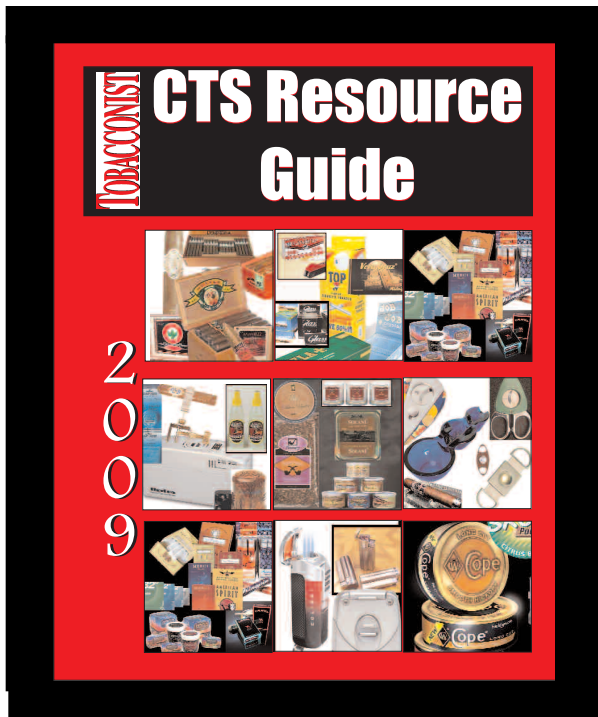
2009 CTS Resource Guide

Display Advertising Rates and Artwork Specifications

Advertising Deadlines

Space: Feb. 09

Materials: Feb. 16



AD PAGE DIMENSIONS

INCHES

2-PAGE SPREAD (FULL BLEED)	16 3/4 x 11 1/8
1 PAGE	7 1/2 x 9 5/8
1/2 PAGE HORIZONTAL	7 1/2 x 4 5/8
1/2 PAGE VERTICAL	3 5/8 x 9 5/8
1/4 PAGE VERTICAL	3 5/8 x 4 5/8
1/8 PAGE HORIZONTAL	3 5/8 x 2 5/16

SALES AND LISTING OFFICE

2009 CTS RESOURCE GUIDE

307 Southway
Baltimore, MD 21218

Phone: (410) 960-9491

Fax: (410) 366-2462

<http://tobacconistmagazine.com/ctsguide>

MECHANICAL REQUIREMENTS

Printing process:	Web offset
Trim size:	8 1/4" x 10 7/8"
Number of columns:	2
Binding method:	Perfect Bound
Colors available:	4-color, Matched, CMYK build
Safety:	1/4" or 6 mm

PRINTING SPECIFICATIONS

Applications accepted:

Adobe (high-resolution) PDF, Adobe Photoshop (tiff) or QuarkXPress (Quark Passport is not compatible)

Media formats accepted:

FTP upload directly to CTS Resource Guide (see *FTP Site Information*), CD-ROM, Compressed (stuffed/zipped) e-mailed files. Color ads need acceptable match proof. Cromalins, 3M match proofs, Fuji, Waterless or IRIS proofs preferred. Color keys and laser copies are acceptable for color match. If no acceptable match proof is supplied, color will be run to industry standard density.

FTP SITE INFORMATION

Ad materials may be submitted via file transfer protocol at: <ftp://speccommftp@ftp.speccomm.com/Incoming/>

Log in: speccommftp **password:** beammeup

Once the ftp site has loaded, simply drag and drop desired files onto the internet browser window, over the folder marked "incoming." When uploading ad materials in this manner, please send a confirmation message, including the file name, to dhuggins@speccomm.com

PERSONNEL

CTS Guide Coordinator

David Huggins

dhuggins@speccomm.com
(410) 960-9491; fax (410) 366-2462

Editor

Phil Bowling

pbowling@speccomm.com
(800) 346-7469; fax (919) 327-1600

Sales Coordinator

Marrilyn Jackson

mjackson@speccomm.com
(800) 346-7469; fax (919) 327-1600

2-PAGE SPREAD	1 PAGE**	1/2 PAGE VERTICAL	1/2 PAGE HORIZONTAL	1/4 PAGE	1/8 PAGE HORIZONTAL
\$4,245 Color/\$3,610 B/W	\$2,550 Color/\$2,125 B/W	\$1,600 Color/ \$1,280 B/W	\$1,280 B/W	\$955 Color/\$800 B/W	\$595 Color/\$465 B/W
<p>** There is a 25% surcharge added to the 1-page rate for Cover placement Preprinted inserts are charged at the single-page rate of \$2,550, regardless of whether one or both sides have been printed.</p>					

Tobacconist, Tobacconist Today Bimonthly and Tobacconist 2009 CTS Resource Guide are publications of Speccomm International, 5808 Faringdon Place, Suite 200, Raleigh, NC 27609; (800) 346-7469; fax (919) 327-1600