



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

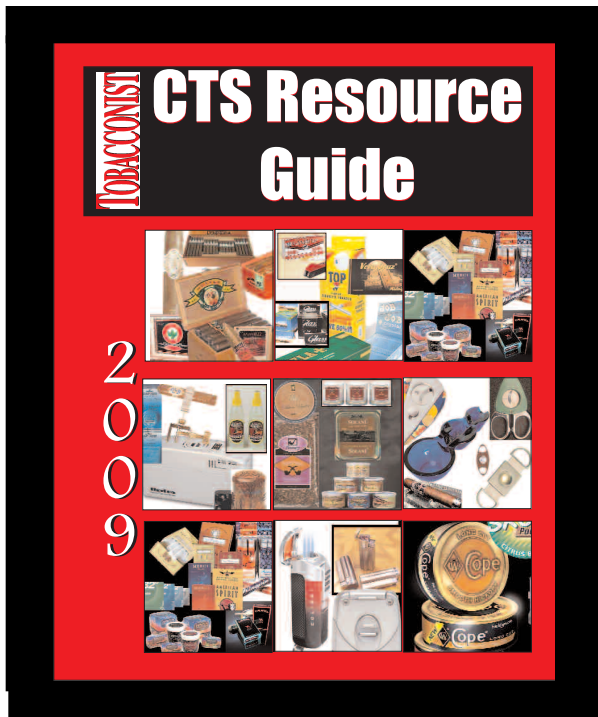
2009 CTS Resource Guide

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