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# rtui

Register Tapes Unlimited, L.P.



## 2016 MEDIA KIT

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## RTUI Highlights



Register Tapes Unlimited (RTUI) has been around for almost 30 years, but we haven't always been the leader we are today. In fact it has only been since 2010 that RTUI consolidated what was a highly segmented and inconsistent industry into a unified advertising medium covering 70% of all grocery stores in the US and Canada. Today, with over 14,000 distribution points, RTUI stands as the clear choice for advertising in grocery stores, and for many businesses, the clear choice, period. Our customers can leverage that network to deliver highly localized campaigns targeting as small as a 3 mile radius or create broadly based national promotions, each raising branding awareness and driving new customers. With a great ROI and simple management, we make a tangible difference.

One of the defining characteristics of RTUI is our commitment to being a champion for our customers. From introducing full color imaging and photo technology to ensuring grocery stores place receipts directly into the hands of customers, RTUI is constantly striving to deliver more value. That attention to detail combined with a proven product has enabled over 100,000 businesses to grow sales, increase awareness, and drive profits. The long history of the medium enables RTUI Marketing Consultants to understand our customer's business and, more importantly, the factors that drive sales. Called the "Best-of-the-Best research", RTUI has used customer statistics in 30 different vertical markets to determine what type of ad has been effective, what types of offers and calls-to-action drive traffic, and how to increase revenue.

With the rise of the Internet, RTUI's customers have enjoyed continued growth even in the face of the seemingly increased complexity of Digital Advertising. Where digital ad firms will offer obscure and unproven techniques, RTUI cuts through the fog created by this inundation of terminology to focus on what businesses really need: Return on Investment. Rather than competing with digital, RTUI

complements that medium through a wide array of print techniques. With a strong print campaign as the foundation, the high impressions and exposure that grocery store ads generate can direct customers to websites and social media to deliver timely messaging. Additionally, RTUI has developed its own online marketing strategies to help its customers through a mobile application, Facebook promotions, and extensive search engine optimization on its coupon database making grocery store advertising the perfect medium in a digital world.

Today, Register Tapes Unlimited delivers marketing objectives with an eye on the latest trends. Our products deliver segmentation, targeting, and branding at a hyperlocal, regional, or national level. Customers benefit from a long history of proven vertical market expertise while managing campaigns with a simple-to-use model for measuring ROI. The consolidation of the grocery store register tape and cart advertising market, led by RTUI, also means that ad creation and distribution is always handled by a national organization that not only delivers professional execution, but also acts as a valued partner in your vertical market and in mixed media campaigns.

We appreciate the time you have taken to consider Register Tapes Unlimited and look forward to delivering a successful campaign.



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Contact Us: 1-800-247-4793





## Creating Your Ad

### AD SIZES

**Single**  
2.75 X 1.375h

This is the size of an average business card. It is also the most common size purchased by our customers. This size will fill one (1) slot on the receipt tape.

**Double**  
2.75 X 2.9h

Our double sized ads are a great opportunity to increase your market share of the receipt tapes. They are double the height of a single sized ad and fill two (2) slots on the receipt tape. This option is great for advertisers with three or more offers or who require larger images to portray their products and/or services.

**Split**  
2.75 X 1.375h

Split ads are the size of a single ad while giving you the exposure of a double sized ad. The two singles will be placed intermittently throughout the receipt tape filling two (2) slots. There are three types of possible splits for an ad:

1. You are running an ad for one business with two different offers. Each single can highlight a separate offer, such as a breakfast item and a lunch item. The more offers the better the chance they will appeal to someone and be used.
2. You are running an ad for one business with same offers. These twin ads will allow you more exposure on the tape.
3. You are running an ad for two different businesses. This requires special permission from our COO.

**Split**  
2.75 X 1.375h



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## Creating Your Ad



### BUSINESS NAME

Make sure your customers know who the ad is for by providing your business name.

This is the most important part of your ad! See below for the best kinds of offers to make.

### OFFER

**FREE FRIES** with Any Entree Purchase at Reg. Price

### LOGO

If your business has a logo you may provide the artwork. If not, our artists will be happy to design one for you.

RTUI has a standard expiration date that is determined by the months your ad will be in stores. If you would like to change the expiration date, we can only move it 15 days prior to our standard or any time after.

### EXPIRATION DATE

This code is required on all Register Tapes coupons. It indicates the grocery store, its location, and the months your ad will be running. The store code allows us to ensure your coupon is running correctly, and it also provides a way for you to track your redemption.

### STORE CODE

### DISCLAIMER

Make sure any conditions or exclusions are included on the ad.

Must present coupon. Limit 1 coupon per order/party. Not valid with any other offers. Exp. 6-30-14. HEB182FMA  
3008 S. 31st St. (Beside HEB, at Dodgen Loop) • 254-742-0746

### ADDRESS & PHONE #

Your customers will need a way to contact you.



## Let Us Give You the Upper Hand

RTUI's priority is to provide high-quality, profitable opportunities to grow your business. Our production, manufacturing, and distribution allow us to give each customer a high-quality product and service. So what about RTUI provides a profitable opportunity? Our Marketing Consultants are experts in crafting coupon offers in order to bring the best return on investment for each customer. Their years of experience in your industry will help you to make the best first impression possible through an aggressive offer. Some examples are:

- \$ Off Minimum Purchase
- 50% Off or greater
- Buy One, Get One Free
- Two Free Desserts w/2 Entrees
- Buy One, Get One Half Off
- Bring a Friend Free

Your offer should be so strong that if a person came across the ad lying on the ground, the offer would cause them to stop and pick up the coupon. The right offer is a critical component to the success of any company's marketing strategy, so it's important that our Marketing Consultants steer you in the direction you will profit from the most.

## Call to Action

Your businesses' call to action is the second most important aspect of your advertisement. It can be a few words, a phrase, or a question that prompts the reader to use your business. For example, Costa Vida's BOGO offer also serves as the call to action by directly explaining the "Buy One Get One Free" required to receive the discount. This grabs the reader's attention and prompts them to take specific action through your business.





# SUCCESS



## How to Track Your Success

Our Marketing Consultants are your business partners from beginning to end. This means they not only help you kick off your campaign, but they assist in tracking and evaluating your progress as well. It is highly encouraged that our customers work with their MC's in order to determine an accurate ROI.

## Count Your Coupons

Often the easiest way to get an accurate count is to physically count your coupons. Each advertisement has a store code (see page 8/9) that indicates the specific grocery store where the advertisement was distributed. This method is especially helpful if you are in a customer agreement for more than one grocery store. Because this store code must be included on each ad, it is a great way to track when your coupons were distributed and where they are coming from.

## Measure Success in the Long-Term

RTUI offers more than just a tangible product; we offer a program that allows the customer to measure direct results. Advertising is a process and requires long-term maintenance in order to reach its maximum effectiveness. So, if after a few months your redemption has not built to its maximum return, don't be afraid. Once grocery shoppers get used to seeing your advertisements the advantage of timing comes into its full potential. Staying on the program will equal more time for distribution and exposure and more opportunities to fine tune your advertisement. We recommend meeting with your Marketing Consultant each printing period to evaluate your redemption so that adjustments can be made if necessary.



## Exclusions

The supermarkets have the final say on what will or will not run on the register tapes at each respective location. Each store is different, but as a general rule of thumb any potential advertisers that detract from the image of the supermarket will not be allowed to run on their tape.

This may include:

- A business that would imply any type of religious, political, or otherwise “sensitive” affiliation with the Supermarket.
- Design copy or artwork that would in any way tarnish the image of the Supermarket.
- Competitor names in the ad copy, even for the purpose of giving directions to an advertiser’s place of business.

Should the supermarket choose to cancel an advertisement that has been sold before it has gone to print, the advertiser receives any refund due them and is notified of the cancellation of their contract. Again, each store varies in their list of exclusions. Register Tapes Unlimited’ Market Relations Department has the final say on matters of exclusion.

## Cost

RTUI provides flexible payment and pricing options for all our advertising solutions. Register Tape’s cost is fully customizable based on the grocery store location and usage amount. This allows our prices to be flexible while still providing the same price range for every customer. Customers may pay anywhere between \$175/month to \$500/month depending on the inventory the grocery store requires. Our payment options are just as flexible as our pricing. After the customer and Marketing Consultant have reached an agreement, the total price may be paid in full or a 25% down payment can be made. Our Customer Care Department will be happy to assist with all transactions.





## Cartvertising

### Getting Started

RTUI's trained Marketing Consultants are available to all new and renewal customers to provide years of industry experience. All it takes to get started with an expert MC is a short consultation that reviews advertising best practices, the overall product and process, and most importantly, the success of other businesses within the customer's industry. After your consultation, your MC will guide you through the customer agreement. This will designate an advertisement to run in a specific grocery store for a specific amount of time. This is just the beginning of a long and friendly relationship with your Marketing Consultant.

### We Stay With You from Beginning to End

RTUI has the capabilities to produce, manufacture, and distribute all of our products from our corporate location in Houston, Texas. This office is home to our Coordinators who are the central point of contact throughout the advertisement's production. They oversee the following process:

- A team of graphic artists will be responsible for the design of your advertisements.
- One month before the first printing date a proof of the ad will be sent out via email or fax.
- Changes to the ad such as design or adjustment of offers must be made in writing. It will take approximately two business days for you to receive a revised version of the proof.
- Once you are satisfied with your ad, please respond verbally or in writing with your approval.
- You will be called and emailed at least twice within these two weeks to verify any changes or approval of the advertisement. If we do not hear back from you by the printing date then your ad will be sent to print as-is in order to continue the advertisement's exposure.





## Creating Your Ad

FRONT



HEADER

DIRECTORY



What others see when looking at your cart      What you see when pushing your cart

Depending on the store chain, there will be an **AISLE DIRECTORY** or a **STORE FILLER** below the header space. (Unless it is a Giant, Stop N Shop, or Shoprite chain. In that case, there will not be a header space - only an aisle directory. SEE??)



AISLE  
DIRECTORY



STORE  
FILLER

On more rare occasions, **WRAP ADS** or **CUP-HOLDER** ads are sold.

WRAP



CUPHOLDER



Header & Directory space are combined. Store filler or aisle directory may be used depending on the store chain.

Cup-holder ads are not framed and sit next to a cup-holder!



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## Creating Your Ad

Make sure your customers know who the ad is for by providing your business name.

### BUSINESS NAME

If your business has a logo you may provide the artwork. If not, our artists will be happy to design one for you.

### LOGO

Potomac  
Rockville  
Bethesda

**Life of Riley**  
BOUTIQUE PET CARE

LIVE CAM  
Indoor & outdoor

Doggie Daycare  
Doggie Hotel Suites  
Grooming Salon  
Chauffeur Service

**(240) 428-4952**  
**www.LIFEOFRILEY.co** 7326 Westmore Road | Rockville, MD 20850

18DC 0198 0416

### OFFER

This is the most important part of your ad! See below for the best kinds of offers to make.

### PRODUCTION NUMBER

This code is required on all Cart advertisements. It is specific to your ad and can help ensure correct processing.

### ADDRESS & PHONE NUMBER

Your customers will need a way to contact you.

### DISCLAIMER

Make sure any conditions or exclusions are included on the ad.

### Let Us Give You the Upper Hand

RTUI's priority is to provide high-quality, profitable opportunities to grow your business. Our production, manufacturing, and distribution allow us to give each customer a high-quality product and service. So what about RTUI provides a profitable opportunity? Our Marketing Consultants are highly trained to provide branding standards that will allow each customer to get the best possible return on their investment. Their years of experience in your industry will help you to create an aesthetically engaging ad with a strong call to action.

### Branding Your Business

Our Marketing Consultants, Graphic Designers, and Coordinators work with every customer to design a high-quality and impressionable advertisement. For many of our customers, such as lawyers or real estate agents, their face becomes the literal face of their business. We understand the pride and sensitivity that goes into that kind of publicity, so every advertisement is designed with care. Our goal is to increase your brand and name recognition by designing your ad in a way that catches the readers attention, correctly portrays your business, and provides a strong call to action.

### Call to Action

Your businesses' call to action is the single most important aspect of your advertisement. It can be a few words, a phrase, or a question that prompts the reader to use your business. This grabs the reader's attention and prompts them to take specific action through your business.



**Ride with the #1 Car  
Insurer in Arkansas**



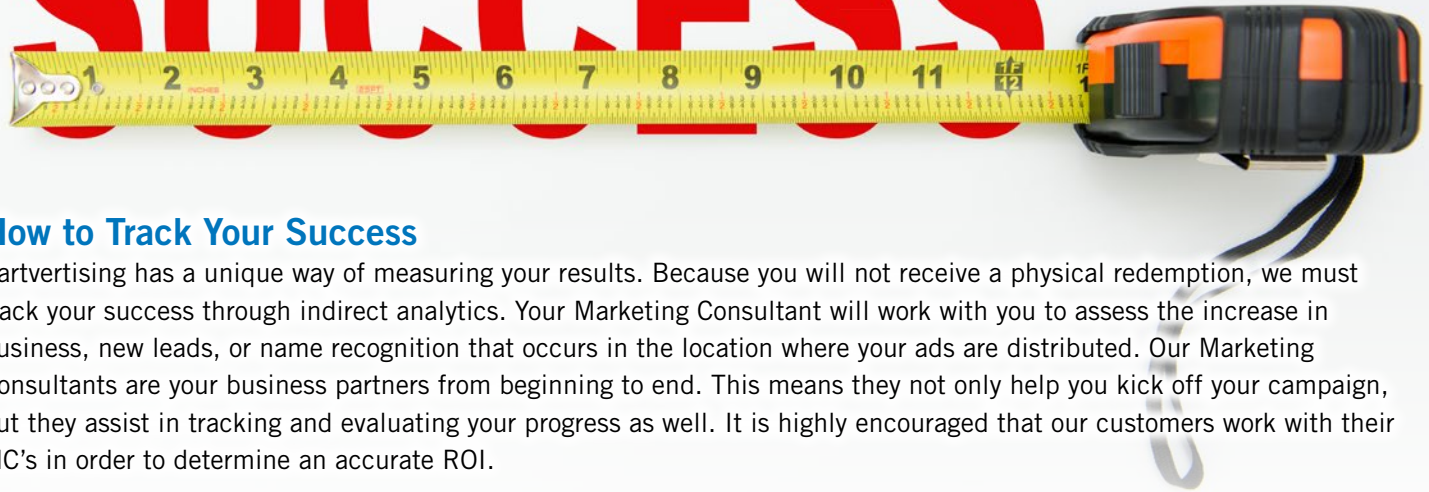
 **State Farm™**  
[www.callpatfrizzell.com](http://www.callpatfrizzell.com)

**Pat Frizzell**  
501-664-2886 • 1723 N. University Ave.





# SUCCESS



## How to Track Your Success

Cartvertising has a unique way of measuring your results. Because you will not receive a physical redemption, we must track your success through indirect analytics. Your Marketing Consultant will work with you to assess the increase in business, new leads, or name recognition that occurs in the location where your ads are distributed. Our Marketing Consultants are your business partners from beginning to end. This means they not only help you kick off your campaign, but they assist in tracking and evaluating your progress as well. It is highly encouraged that our customers work with their MC's in order to determine an accurate ROI.

## Measure Success in the Long-Term

RTUI offers more than just a tangible product; we offer a program that allows the customer to measure results over time. Advertising is a process and requires long-term maintenance in order to reach its maximum effectiveness. Many of our Cartvertising customers stay on the program for 2-3 years in order to reach their intended increase in brand recognition. Staying on the program will equal more time for distribution and exposure and more opportunities to fine tune your advertisement. We recommend meeting with your Marketing Consultant each printing period to evaluate your redemption so that adjustments can be made if necessary.



## Exclusions

The supermarkets have the final say on what will or will not run on the grocery carts at each respective location. Each store is different, but as a general rule of thumb any potential advertisers that detract from the image of the supermarket will not be allowed to run on their carts.

This may include:

- A business that would imply any type of religious, political, or otherwise “sensitive” affiliation with the Supermarket.
- Design copy or artwork that would in any way tarnish the image of the Supermarket.
- Competitor names in the ad copy, even for the purpose of giving directions to an advertiser’s place of business.

Should the supermarket choose to cancel an advertisement that has been sold before it has gone to print, the advertiser receives any refund due them and is notified of the cancellation of their contract. Again, each store varies in their list of exclusions. Register Tapes Unlimited’ Market Relations Department has the final say on matters of exclusion.

## Cost

RTUI provides flexible payment and pricing options for all our advertising solutions. Cartvertising’s cost is fully customizable based on the percentage of grocery carts purchased at a particular store as well as the demographics of the grocery store location. This allows our prices to be flexible while still providing the same price range for every customer. For example, one customer may choose to pay \$300/month for only 20% of the grocery carts in a suburban area, while another customer may choose to pay \$1500/month for 200% in a metropolitan area. Our payment options are just as flexible as our pricing. After the customer and Marketing Consultant have reached an agreement, the total price may be paid in full or a 25% down payment can be made. Our Customer Care Department will be happy to assist with all transactions.





## Digital Integration

At RTUI, we believe that our traditional print medium should have the capability to integrate with digital advertising techniques in order to improve your digital footprint. We can provide

- Website Traffic Generation
- Analytics & Connectivity
- Content Delivery
- Integration with social media campaigns and networking

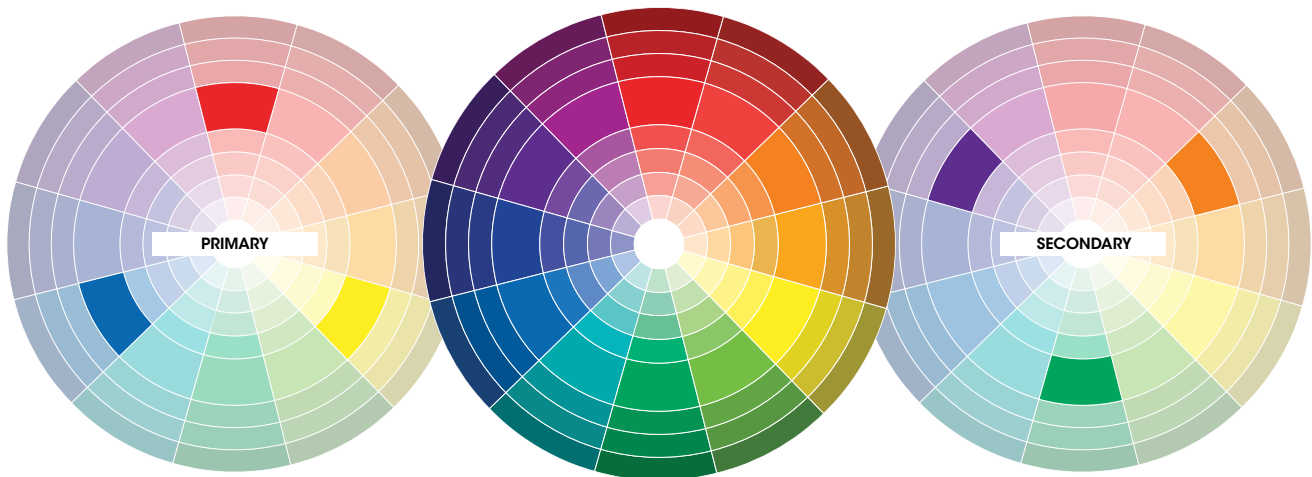


## Frequently Asked Questions

### 1. What quality of design can I expect from the finished product?

RTUI's Art Department use programs such as Photoshop and Adobe's Creative Cloud to generate all customer artwork. The ads are designed using CMYK to create full color images that represent the customer's industry. For example, neutral colors like light blues and browns provide a relaxing feel for a nail salon or spa. The graphic below will show you the many different color combinations we can achieve through CMYK full color design.

A magazine-quality finish is achieved by using UV inks that are cured through a photomechanical process.



### 2. What are my payment options?

A down-payment is requested at the time the customer agreement is signed. Each payment thereafter will be due or withdrawn from the customer's account every 30 days until the total agreement has been paid for. Different forms of payment are available and can be discussed with your sales representative. Our Customer Care Department will be happy to assist with all transactions.



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### 3. When will I start seeing results?

RTUI offers more than just a tangible product; we offer a program that allows the customer to measure direct results. Advertising is a process and requires long-term maintenance in order to reach its maximum effectiveness. So, if after a few month your redemption has not built to its maximum return, don't be afraid. Once grocery shoppers get used to seeing your advertisements the advantage of timing comes into its full potential. Staying on the program will equal more time for distribution and exposure and more opportunities to fine tune your advertisement.

### 4. My business structure doesn't allow me to use coupons.

Our Marketing Consultants are trained to craft aggressive and profitable offers for our Receipt Tape customers. They take factors such as average ticket price, cost of the product offering, and expected redemptions into account to determine the unique offer that will be profitable for your business.

If you're still not sure about coupons, take this into account: many of our clients don't discount or use "money off" coupons. They simply get their name out by having about 2,000 families a day see their name and message through continuous exposure. When your potential customer needs your type of business, they will go to the name that has been presented to them time and time again.

### 5. What if I have a seasonal business?

We have seasonal businesses that run with us all over the country. You can change the ad to be more or less aggressive each printing period based on the need to drive traffic. It is never the wrong time to keep your name in the hands of thousands of shoppers that live and within your distribution point.

## Success Stories

### Receipt Tapes



"We receive approximately one hundred sixty coupons per month. We've participated in the RTUI program for three years. We would renew this advertising program! We recommend this program to other businesses. Great program that really, really works."

- Manuel Morones, El Azteca - Schnucks



"We have been advertising on the register receipts since December 2014 and it has worked well for us. This is one of the top direct advertising programs we do and that's why we just renewed for another year on three stores!"

- David Green, Murray Automotive Group



"We receive approximately thirty two coupons per month. We've participated in the RTUI program for one year. We would renew this advertising program! We redeem more register tape coupons than any other coupons that we mail out with Val-Pak."

- John Kontis, Cost Cutters



"The return on investment for this program beats any other form of advertising by a long shot. From the start, every month has been around 15% growth in revenue. Because of this, we are one of the top 4 franchises in the entire chain. We would highly recommend this program to others."

- Daniel Davis, Double Dave's



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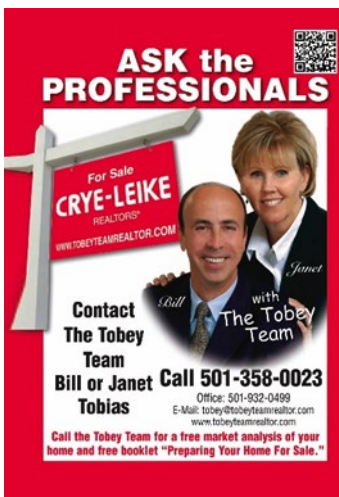


## Cartvertising



We have been a customer of Cartvertising for several years, with our ads appearing on carts at King Soopers grocery stores in our area. We started with one ad at one store and have expanded to four locations. We have been pleased with the customer service from our agent, Russ Lisano. Also, the representatives handling the proofs and production of the ads have been pleasant and flexible. We have appreciated all of the personal attention from your staff. We also wish to commend your art department for producing well-designed ads for the shopping carts. We receive compliments regarding our ads from customers and people in the community on a regular basis. We believe the ads provide a significant "presence" in our community and hopefully generate increased sales and service for our company. Again, thank you for providing us with excellent service. We are satisfied with the product and assistance that we have received from Cartvertising.

– Mary Lou Johnson, Johnson Auto Plaza, Inc.



"As a Realtor, I have been advertising with Cartvertising for many years now. When I first started my business I needed a way to get my name into the community and the cart program was one of the key tools I used to accomplish this. Since those first few years we are well known in the community and continue to utilize the cart program to stay in front of the people who already know us. The results are difficult to quantify but I get comments on my ads regularly and my business continues to grow. There have been very few times I needed support, however when I do my account executive is always available to assist and get a quick and positive resolution."

- Bill & Janet Tobias, Crye-Leike Realtors



"I'm writing this letter to let you know how satisfied I am with Cartvertising! I've been a customer for approximately two years and my sales representative is Adam Novak. During this time, anytime Adam sees an opportunity for us, he's on the phone immediately passing the information on to me and wanting to know if he can secure those carts. What impresses me the most is when we first met, we discussed in detail what my organization does and what I wanted the community to know through the cart advertisement. From there, he worked with me and has been a voice in the community for our work - you don't find that too often in the advertising world! We track all our leads and happy to hear "I saw it on the grocery cart at Safeway." I just wanted to share my experiences and gratitude for a job well done all the way from your sales representative, your billing department and your graphics department - kudos to Cartvertising!"

- Inez Whitlow, Chicks in Crisis

**Corporate Office**

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