

EXHIBIT A

TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant <b>Ruder &amp; Finn Incorporated</b> <b>110 East 59 Street</b> <del>New York, New York 10022</del>	2. Registration No. <b>1482</b>
---	------------------------------------

3. Name of foreign principal <b>Italian Trade Commission</b>	4. Principal address of foreign principal <b>635 North Michigan Avenue</b> <b>Chicago, Illinois 60611</b>
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5. Indicate whether your foreign principal is one of the following type:

- Foreign government
- Foreign political party
- Foreign or  domestic organization: If either, check one of the following:
  - Partnership
  - Corporation
  - Association
  - Committee
  - Voluntary group
  - Other (specify) **Government Agency**
- Individual - State his nationality \_\_\_\_\_

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6. If the foreign principal is a foreign government, state:

- a) Branch or agency represented by the registrant.  
**Trade Commission**
- b) Name and title of official with whom registrant deals.

**Angelo Bassano, Trade Commissioner**

7. If the foreign principal is a foreign political party, state:

- a) Principal address
- b) Name and title of official with whom the registrant deals.
- c) Principal aim

**NOT APPLICABLE**

8. If the foreign principal is not a foreign government or a foreign political party,

- a) State the nature of the business or activity of this foreign principal

**NOT APPLICABLE**

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Directed by a foreign government, foreign political party, or other foreign principal. . . . Yes  No
- Controlled by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Financed by a foreign government, foreign political party, or other foreign principal . . . . Yes  No
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal . . . . . Yes  No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal . . . . . Yes  No

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

**The Trade Commission is owned, directed, controlled and subsidized in part by a Foreign Government.**

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

**NOT APPLICABLE**

Date of Exhibit A April 7, 1980	Name and Title Abraham D. Peritz, Controller	Signature <i>Abraham D. Peritz</i>
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UNITED STATES DEPARTMENT OF JUSTICE  
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
<b>Ruder &amp; Finn Incorporated</b>	<b>Italian Trade Commission</b>

Check Appropriate Boxes:

- The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
- Describe fully the nature and method of performance of the above indicated agreement or understanding.

**Please see copy of letter of agreement attached**

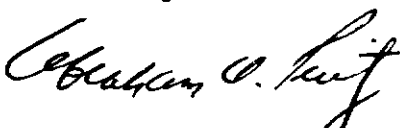
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DEPARTMENT OF JUSTICE  
UNITED STATES DEPARTMENT OF JUSTICE  
FEDERAL BUREAU OF INVESTIGATION  
INTERNAL SECURITY SECTION  
CRIMINAL DIVISION

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

**See copy of Proposal - Attached**

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B <b>April 7, 1980</b>	Name and Title <b>Abraham D. Peritz, Controller</b>	Signature 
---	--	--

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

ITALIAN TRADE COMMISSIONER

CHICAGO, ILLINOIS 60611

625 NORTH MICHIGAN AVE.  
SUITE 411

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March 13, 1980  
APR 16 8 00 AM '80

TELEPHONE (312) 787-3772  
CABLE ADDRESS-ITALTRADE  
TELEX 25-5275

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

OUR REF. No. 01406

Mr. Harold A. Bergen  
RUDER & FINN OF MID-AMERICA  
20 North Wacker Drive  
Chicago, Il. 60606

Dear Mr. Bergen:

This letter is to confirm that we are retaining your agency effective March 15 through December 31, 1980 for the public relations and advertising actions you recommended in the attached, updated proposal of March 6, 1980 for the Italian Graphic Machinery Industry.

We are also confirming the following total budget for the above program:

- . For Public relations and advertising agency professional services, advertising production, clipping service, and public relations out-of-pocket expenses as assigned in the enclosed proposal ..... 50 million Italian lire (to be billed by Ruder & Finn)

The payment schedule for these services will be as follows:

1st Payment of \$18,000 to be made in Mar. 1980, as soon as funds are transferred and received by the Italian Trade Commissioner.

2nd Payment of \$12,000 to be made within the 10th day of May 1980.

./.

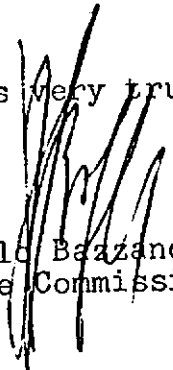
3rd Payment of \$12,000 to be made within the 10th day of July 1980.

4th Payment of balance to be made within the 10th day of Sept. 1980.

. Advertising space costs (net of agency commissions) ..... 135 million Italian lire (to be billed directly by the media)

We look forward to working with you on this program, and remain,

Yours very truly,



Angelo Bazzano  
Trade Commissioner

IM/lm

*Accepting for Robert Finn  
Harold Jeger*

# RUDER & FINN

HAROLD A. BERGEN  
PRESIDENT

Mar. 6, 1980

Dr. Angelo Bazzano  
Trade Commissioner  
Italian Trade Commission  
625 N. Michigan Ave.  
Chicago, Ill. 60611

Dear Dr. Bazzano:

Here is the update of the program we recommend for ICE and The Italian Graphic Machinery Industry, reflecting the very important and considerable input and guidance you have provided so that we might be very detailed.

To confirm the total budget for the program:


- For public relations and advertising agency professional services, advertising production, and public relations out-of-pocket expenses as assigned in the enclosed program..... 50 million lire  
(to be billed by Ruder & Finn)
- Advertising space costs (net of agency commissions)..... 135 million lire  
(to be billed directly by the media)
- Market Research..... 65 million lire  
(to be billed by the market research firm)

250 million lire

The enclosed recommendations will produce a very satisfactory program in behalf of the Italian Graphic Machinery Industry. And we look forward to being retained to put it into action.

In the meantime, thank you for your many courtesies.

Cordially.



Harold A. Bergen

HAB:rm  
Encl.

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&  
F

RUBER & FINN OF MID-AMERICA

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A

Further Response

ICE

Italian Trade Commission

\* \* \* \*

Mar. 6, 1980

The Updated Proposal

Public Relations Action Plan  
Apr. 1 through Dec. 31, 1980

ICE

Italian Graphic Machinery Industry

The strategy and work plan we proposed in our presentation of Dec. 13, 1979 remains valid, especially as to the urgency of getting started for Print '80. We already are late with regard to advance publicity in show issues. Deadlines are closing in on invitation preparation and mailing to stimulate floor traffic through the Print '80 exhibits and for the cocktail reception and journalists luncheon that are planned.

Our first priority now must be to adapt our recommendations of Dec. 13 to the time available as of the date you choose your agency. This would appear to be about Mar. 8 or 9 at the earliest.

Beyond Print '80, of course, is the principal ongoing effort. We reference our detailed program of Dec. 13 and recommend the following program within the budget we now know is available.

Major ProjectsPrint '80

1. Advance publicity and attendance promotion through trade publicity and Show dailies, to be planned and implemented by R&F.
2. Journalists luncheon on Apr. 14 -- drafting of letter of invitation and of speech, preparation of mailing list and telephone follow-up contacts with all invited journalists to be done by R&F. Reproduction and mailing will be client's responsibility.
3. Apr. 14 industry cocktail reception -- R&F responsibility: planning, staging and follow-up publicity, preparation of invitation and reply cards; review of mailing list; preparation of press kit (material to be selected by R&F and by client). Client will take care of reproduction and mailing.
4. Preparation by R&F of three or four press releases on topics ranging from product lines shown at Print '80, to

a review of product categories in general and the industry promotion program (including the new section in the Chicago office of the Italian Trade Commission).

5. Publicity of Cerruti operations in Pittsburgh and support in staging one or two seminars in locations to be chosen by client, with speakers to be selected here or in Italy.

Expenses for the preparation and staging of seminars, the preparation of press releases, contacts with the press and editing of seminar presentations to be responsibility of R&F.

Travel and lodging of R&F staff in conjunction with seminars will also be absorbed by R&F.

Client will take care of expenses connected with mailing invitations and organizing said seminars. Direct seminar expenses -- such as room and equipment rental, food and liquor service, speaker and client travel -- also will be taken care of by the client.

6. Dealer promotion package, consisting of catalogs, promotional program description, total marketing program ....prepared and mailed to key dealers by Ruder & Finn.

Ongoing Programming

1. Pursue coverage developed at Print '80 to stimulate activity in the United States through trade media and general business press reaching the target market.
2. Set up speeches, technical presentations and demonstrations in selected markets through national, regional and local associations of printing and converting trades executives and craftsmen. Expenses for seeking, confirming and publicizing these appearances to be absorbed by R&F. Speakers travel expenses to be covered by other budgets.
3. Draft of bimonthly Newsletters, with reproduction and mailing to be done by R&F (400 to 500 copies).

R&F to advise client in writing in case material for this activity is not adequate.

4. Case histories (three in 1980), testimonials, success stories developed and placed in the trade and craft publications, reprinted for direct mail. Client to supply names of machine users. Mailing will be R&F responsibility.
5. News releases, one per month, describing new products, big orders, seminar presentations, etc. Preparation, reproduction and mailing by R&F.
6. Interesting prestige photo news releases to trades and general business press. Expenses to be charged to client.

#### Programming Merchandising

Executives of the Italian Graphic Machinery Industry and the top 100 dealers of the industry's products are the vital link between the industry and the marketplace. A major assignment of public relations is to inform industry executives and dealers of the program so as to motivate their very necessary cooperation and support in the direct sales effort, one-on-one with customers and prospects.

Payments

The payment schedule for services rendered to client will be as follows:

1st Payment of \$18,000 to be made in Mar. 1980, as soon as funds are transferred and received by client.

2nd Payment of \$12,000 to be made within the 10th day of May 1980.

3rd Payment of \$12,000 to be made within the 10th day of July 1980.

4th Payment of balance of \$20,000 to be made within the 10th day of Sept. 1980.



March 6, 1980

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Advertising Action Plan

Apr. 1 through Dec. 31, 1980

ICE

Italian Trade Commission

The advertising goals outlined in our December 13, 1979 presentation are still our primary concern for the ITALIAN GRAPHIC MACHINERY INDUSTRY. Our thrust will be to promote awareness in general, and our ads will be largely institutional in nature. We will project the quality, reliability and value that the ITALIAN GRAPHIC MACHINERY INDUSTRY has to offer its customers, as well as outlining who the ITALIAN GRAPHIC MACHINERY INDUSTRY is, what it does, and what products its members manufacture.

As mentioned before, we plan to saturate the Graphic Arts market as much as possible before, during and after the Print '80 Trade Show. Our program will be hard-hitting and will provide both the impact and frequency necessary to penetrate the American Graphic Arts market.

Following is a breakdown of circulation and one-time insertion costs for the key publications targeted by the ITALIAN GRAPHIC MACHINERY INDUSTRY for the first year of advertising.

Bentley, Barnes and Lynn, Inc. / 303 East Ohio / Chicago, Illinois 60611 / (312)467-9350

This is given only as a general guide for media purchases and may vary considering the complexities of a given assignment. Also, there are other publications to be considered, and we can review those in our upcoming March meeting.

Monthly Publications*	Black & White	2 Color	4-Color Process	Circulation
American Printing & Lithographer	\$2410	\$2700	\$3210	70,705
Box Board Container	\$1130	\$1290	\$1620	9,959
Graphics Arts Monthly	\$2280	\$2540	\$3045	77,279
Package Printing	\$ 900	\$1075	\$1500	7,159
Paper, Film & Foil Converter	\$1580	\$1790	\$2210	21,111
Paperboard Packaging	\$1125	\$1255	\$1595	13,500
Printing Impressions	\$1770	\$2030	\$2520	73,018
Screen Printing	\$ 670	\$ 805	\$1270	9,504
TAPPI	\$1145	\$1340	\$1775	15,656

\* NOTE:

1. All media rates are based on 1-time full run, 7" x 10" ad insertions.
2. The 2-color rates are based on using standard AAAA COLORS. If matched colors are used, the cost would increase.

-more-

The actual use of the allocated advertising dollars for media, production of ads, ad size, etc. will be ascertained during the meeting scheduled in March, 1980. After that meeting, we will then follow through with details on layout, design, specific media schedules and costs. (The final costs will all be within the perimeters of the budget.)

With regard to our capabilities as an agency, we refer you to the BB&L sample book which was given to Dr. Angelo Bazzano on December 13, 1979. This book offers a solid representation of our creative thinking and design in relation to several different kinds of accounts. These samples do not indicate what we would design for you, but they will show you the variety and depth of our creative capacity.

As we said before, we feel confident we can meet the needs of the ITALIAN GRAPHIC MACHINERY INDUSTRY, because BB&L is a strong, vital, full-service agency with both marketing insight and experience in the Graphic Arts industry. The work we have done and are doing

now for clients in the Graphic Arts Industry has proven highly successful and it is our intention to duplicate that success with the ITALIAN GRAPHIC MACHINERY INDUSTRY.

We feel confident that an integrated communications program such as we have suggested will undoubtedly give the ITALIAN GRAPHIC MACHINERY INDUSTRY a warm reception in this country.

On the following page is a brief company profile of Bentley, Barnes & Lynn, Inc. highlighting our history, size and personnel capabilities.

Bentley, Barnes & Lynn, Inc. is a Chicago-based, full service advertising agency established in 1957. Our experience runs the gamut of marketing and advertising for virtually every type of client in every type of media (Print, Radio, TV, Outdoor, Direct Mail, Trade).

Our year end figures are not yet in, but our 1979 billings will be approximately \$32,000,000.00.

PRINCIPALS: Peter Postelnek, President  
Merrill Litow, Secretary-Treasurer  
Paul Cleff, Executive Vice President  
Agostino Unti, Jr., Vice President  
Samuel Conforti, Vice President

We have 123 full-time employees.

Creative (Art).....19	Account Executive....12
Creative (Copy).....10	Media.....11
Research.....5	Production.....13
Marketing.....4	Accounting.....10
Account Service.....30	Miscellaneous.....9

We invite you to check our references both financially and professionally with all or any of the following:

- |                          |                         |
|--------------------------|-------------------------|
| The Chicago Tribune      | The Wall Street Journal |
| The Chicago Sun-Times    | CBS-TV, Chicago         |
| The New York Times       | NBC-TV, Chicago         |
| The Los Angeles Times    | ABC-TV, Chicago         |
| The North Shore National | WGN-TV, Chicago         |
| Bank of Chicago          |                         |

# # #

# RUDER & FINN

HAROLD A. BERGEN  
PRESIDENT

Dec. 13, 1979

Dr. Angelo Bazzano  
Trade Commissioner  
Italian Trade Commission  
625 N. Michigan Ave.  
Chicago, Ill. 60611

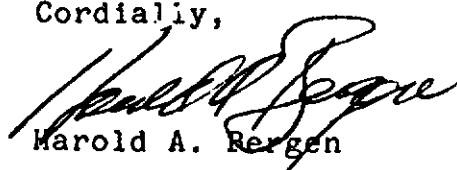
Dear Dr. Bazzano:

In response to your inquiry, we are pleased to present our recommendations as potential public relations counsel to ICE and ACIMGA. In addition to providing public relations counsel, publicity and directly related promotional programming, we further have enrolled two other highly regarded firms whose work we would call upon and coordinate in direct support roles for a total industry marketing communications program; these firms, Bentley, Barnes and Lynn, Inc. and Market Facts, Inc., will provide very special services in paid media advertising and market research, respectively.

Of utmost urgency is PRINT 80. And the opening of the new ACIMGA Section at the Italian Trade Commission Office here in Chicago. Deadlines are very close upon us all. And so we would hope that a decision to go ahead with the accompanying recommendations can be made soon. Within days if at all possible.

On behalf of our associated firms as well as Ruder & Finn, we thank you for the opportunity to present these recommendations to help sell Italian products and look forward to a mutually satisfying professional relationship for a long time to come.

Cordially,



Harold A. Bergen

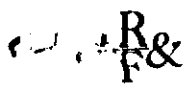
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RUBER & FINN OF MID-AMERICA

The ACINGA/ICE  
Total Promotion Program  
for the  
United States

Dec. 13, 1979



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Who Are We

Major Client List

Executive Staff for ACIMGA/ICE

Preface

Ruder & Finn is one of the principal international public relations firms, with its own offices all around the free world. As such, its office in Chicago -- Ruder & Finn of Mid-America -- is pleased to respond to the inquiry from the Italian Trade Commissioner in Chicago in behalf of ACIMGA/ICE.

Being close at hand to the activity of the Italian Trade Commission based in Chicago and with instant access to the firm's world wide resources, we are prepared to augment our own staff of public relations professionals with a consortium of other professionals in marketing whose talents and resources complement our own here.

That is, just as you recognize the centrality of Chicago with respect to its prospects in the United States, so we too are calling upon professional support services in paid media advertising and market research based here in Chicago.

We are proposing to manage a consortium of Bentley, Barnes and Lynn, Inc., to handle advertising services, and Market Facts, Inc., to handle market research. We have worked with both organizations in the past and indeed are working side-by-side now in behalf of a national organization based in the Mid-America area.

The consortium thought it best to provide you with maximum exposure to its strategic and creative thinking at this beginning stage. So each firm has spent the very limited time available to construct this presentation on putting together its own contributions. Because we work so well together, we know that we can coordinate the inevitable minor duplications of material that you will detect on the following pages. But we preferred this, again, so that we could present you with our original thinking to the maximum. You will find our thinking, as a matter of fact to be highly compatible within the consortium.

Finally, we would mention that our Ruder & Finn office in Milan will be retained to perform coordinating and liaison functions for the consortium based in Chicago. Dr. Roberto Marziantonio heads the organization ....which operates as G&M Management Consultants, 41 Via Ippolito Nievo, 20145 Milan, Italy.

ACIMGA Program Management Team

The ICE/ACIMGA Promotional Consortium  
 Managing Partner for ACIMGA  
 Harold A. Bergen\*  
 President  
 Ruder & Finn  
 of  
 Mid-America  
 Milano Liaison: Dr. Roberto Marziantonio

Market Research  
 Richard Milnamow\*  
 Associate  
 Market Facts, Inc.

Public Relations  
 Publicity, Special Events  
 Managing for  
 ACIMGA  
 Sharon V. Peters\*  
 Vice President  
 Ruder & Finn

Advertising  
 Mac Litow\*  
 Partner  
 Bentley, Barnes  
 and  
 Lynn, Inc.

\*Coordinating Committee

Situation Analysis

ACIMGA faces two challenges at the moment. In the very very short range, PRINT 80 will open. And ACIMGA must make the most of this very rare opportunity to strengthen its members' competitive position in the United States market. Less than four months remain to conceive, plan and execute a program. But the access to the trade presented by Print 80 is so important that we recommend turning all attention that budget will allow to make the investment already committed to exhibiting pay off as handsomely as possible. Very little time (and facilities, we are sure) is available. ACIMGA must rush ahead.

In fact, the immediate goal for Print 80 may well be to strengthen market representation and line up distribution -- as much as to sell product directly to the trade. A first priority, then, might be an event tied to the opening of Print 80 to help recruit representation.

In the meantime, market research can begin, though the results won't be available until after Print 80. This can work out very well, because the long-term public relations and advertising specifics should await the results of market research. And, in the meantime, our total attention in the next few months must be directed at Print 80.

Finally, we must anticipate from the start the need for periodic evaluation of the work being done and planned....to the end that we stay as cost effective as possible while refining our goals as the targets of opportunity in your marketplace shift over the years. As a practical matter, then, we should plan a regular review of the total program quarterly to be sure that our situation analysis is always current.

- more -

Basic Facts Required

Concurrent with gearing up for Print 80, Ruder & Finn and Bentley, Barnes and Lynn, Inc. face some searching questions that must be resolved before we can create the most effective copy platforms and media mixes.

We should have a sharp fix on who is important in the marketplace that ACIMGA is seeking to develop in the United States. By job title. By geography. By segment of the graphic arts trade.

Product Information -- We should know more about such things as how the Italian lines are perceived as well as what the realities might be with respect to its competition on a number of important points:

- What is the total market for the equipment involved -- by geography, by class of trade, by size of item?
- What are the advantages that ACIMGA members' equipment offer? Disadvantages?

- What are the products specifics'  
as to

- Innovation
  - Unit operating cost
  - Volume capability
  - Operations versatility
  - Quality tolerances
  - Setup time
  - Maintenance schedules
  - Delivery
  - Parts availabilities
  - Service
  - Set up
  - Operator training
  - Unscheduled downtime
- Who and what is the real competition?  
When you lose orders, to whom do  
you lose? And why?  
When you win orders, why?  
And whom do you beat most often?

Customers and Prospects -- Further, we should know much more about customers and prospects for your equipment, in very specific terms:

- What kind of work are they doing now? On what equipment? And what can we offer that will make them buy ours?
- Can we simply add our equipment to a customer's plant or must he change systems, re-train operators, re-sell his customers'?
- Do we give our customers a marketing advantage with their customers? Price? Quality? Delivery?
- Can we identify present customers who will allow us to tour their plants? Photograph their equipment? Let us do customer success stories for promotion to the trade through publicity, advertising and direct mail case histories?

Marketing Resources -- What already exists in Italian or other languages that we can harness immediately, for a faster start, in the way of

- Technical data
- Publicity articles
- Photography of installations and equipment
- Advertising
- Booklets, Brochures, Catalogues
- Audio-visuals (slides, film, tape)
- Press kits
- Industry fact files

Strategy

Ruder & Finn then recommends a three-pronged strategy:

First, ACIMGA should turn all available resources for public relations and advertising to promoting Print 80....to maximizing traffic through its booths and through its member company suites by its best-quality prospects.... among potential customers as well as distributors.... through creative events and promotion.

Second, market research must begin immediately as well so that its findings are available as soon after Print 80 as possible.

Third, long range public relations and advertising programs must be developed and put into place as a result of experience at Print 80 and -- most importantly -- in the light of market research results.

Promote At Print 80

ACIMGA members have already made a specified commitment to Print 80.

- An exhibit space has been purchased.

Ruder & Finn must find out as soon as possible what will be shown and under what selling themes.

- We must plan a suitable ACIMGA Inaugural Event in conjunction with Print 80 -- for prospective customers and channels of trade representatives.

- We must find out who will be attending from ACIMGA....from among those based in the United States as well as those coming from Italy....especially the VIPs who might be made available to us for interviews, press conferences and/or press events.

- We must know what is being shown that is new, innovative, exciting.

- We must know what events are planned in the way of receptions and the like so that we can work to increase their impact.

- We must know what direct mail promotion, advertising, ticket distribution and/or entertainments have been committed already.

Print 80 will be an intensely competitive event. Manufacturers from the United States and all over the world will be seeking the time and attention of buyers and trade representatives, many of them very important people for ACIMGA as well.

We probably cannot outspend most of the competition. In a sense, we can't catch up on the time line either because most of the industry undoubtedly has been planning and implementing their programs for many months now.

So while we may not be able to catch up or outspend everybody, we can focus sharply for ACIMGA on the relatively few out of the thousands who will attend Print 80....and get their attention and interest through creativity and sharp planning.

But time is running out, even for that. And so we must start very very soon....in a matter of days or weeks.

Public Relations Approaches

Again, we stress the need to find out as much as we can about the marketplace and how ACINGA members' products can best be presented. On the other hand, Ruder & Finn has -- as well as Market Facts and Bentley, Barnes and Lynn -- considerable experience with promotion of expensive machinery in sophisticated industrial markets....where purchases are not made on impulse as in a supermarket but where they are made after much thought, by comparison and bargaining by professionals.

The clue to successful marketing in such an environment is to build and establish a reputation for performance....by demonstrating technical innovation, industry expertise, successful installations owned by customers respected by their competitors, and by assuring adequate service and maintenance competence.

All of these essential competitive attributes can be demonstrated, publicized, documented and merchandised....if, of course, they do indeed exist. Certainly,

ACIMGA has within its organization an array of resources that will support such claims in truth.

Our experience tells us that once we have the specifics from you, the following approaches will form the basis of a very effective ongoing program:

Trade Show Promotion -- We mention this first because Print 80 is so close upon ACIMGA. But it is a staple element of any industrial marketing program.

It has several dimensions, all to be planned and integrated into a campaign with the single purpose of increasing floor traffic through the exhibit. These are those elements:

- Direct mail invitations to important customers and prospects (as well as trade press)....perhaps with the promise of a token gift to be given to exhibit visitors.
- A very special reception (breakfast, luncheon, cocktails or dinner) -- again for a select group of customers and trade representatives.
- Advance publicity to the trade press.

Again, time is short. We must coordinate with whatever exhibit and promotion planning has already been begun by ACIMGA.

Trade Media -- Basic to the program is developing ongoing working liaison in behalf of ACIMGA with the basic trade media industry. The various categories of media and individual publications within each category follow:

Book Trade, Journalism & Publishing

- Book Production Industry
- Editor & Publisher
- Folio; The Magazine for Magazine Management
- Newsletter on Newsletters
- Publishers Weekly
- Publishers' Auxiliary

Business & Commercial

- Association & Society Manager
- Association Management
- Association Trends
- Business Week
- Commerce Magazine
- Crain's Chicago Business
- Dun's Review
- Fortune
- Industry Week
- Wall Street Journal

Industrial

- International New Product Newsletter
- Midwest 88 Manufacturing

Office Equipment & Stationery

- Business Forms Reporter
- Geyer's Dealer Topics
- Modern Office Procedures
- N.O.M.D.A. Spokesman
- Office Products
- Office Products Industry Report
- Office Products News
- Office World News
- The Office
- Pacific Stationer & Office Outfitter
- Southern Office
- Southern Stationer and Office  
Outfitter
- Typeworld
- Word Processing World

Packaging

- Boxboard Containers
- Food & Drug Packaging
- Good Packaging
- Modern Packaging
- Package Development & Systems
- Package Engineering
- Packaging Digest

- Packascope-U.S.A.
- Paperboard Packaging
- Western Packing News

Paper & Paper Products

- Paper, Film & Foil Converter

Printing, Graphics & Commercial Arts

- American Printer and Lithographer
- Communication Arts
- Drafting & Repro Digest
- Flexographic Technical Journal
- Form
- Graphic Arts Buyer
- Graphic Arts Monthly and the  
Printing Industry
- Graphic Communications World
- Graphics
- Graphics Today
- Graphics; USA
- In-Plant Printer
- New England Printer & Publisher
- Pacific Printers Pilot
- Package Printing
- The Photoplatemakers Bulletin
- Plan and Print
- Print
- Print-Equip News
- Printer's News

- Printing Impressions
- Printing Journal
- Printing News
- Printing Views
- Quick Printing
- Reproductions Review and Methods
- Reprographics
- Review of the Graphic Arts
- Screen Printing
- Southern Printer
- Typographical Journal
- U&LC
- Union Tabloid
- Visible Language
- Web/Newspaper Production
- World Wide Printer

Success stories -- Everyone likes to know what others in his industry are doing. Especially in the printing, converting and entire graphics arts fields. We propose a series of articles about successful installations for release to

- Trade press for editorial use
- Reprinting for use in direct mail
- Reworking as paid advertising copy
- Reworking as an article for ACIMGA publications.

Industry News Releases -- Basic to any ongoing program also is a steady stream of news releases to the trade press about everything newsworthy -- such as:

- Announcements of ACIMGA industry executives being promoted or honored or giving speeches
- New products being introduced
- New literature or publications being made available
- New major installations
- Milestones (the 100th, 1000th, 1,000,000th item)
- Technological breakthroughs

Spokespersons -- To humanize ACIMGA's members' claims to competence and expertise, we would urge the availability of qualified spokespersons who could make technical presentations to local, regional and national trade organizations and guilds. This need not be the same person all the time. We could have several, based on:

- Technological expertise -- a person who could talk "feeds and speeds", engineering, technical innovation or service/maintenance.
- Graphics design -- again to talk present practices and future trends.
- Economics -- one who knows the basics of the business and then could be helpful to industry groups in discussing trends on a financial basis.

In short, the spokesperson segment of this program is very important because such people (if handled correctly) are themselves the trigger for much publicity. Not only are their appearances publicized,

but very often their presentations can  
be reprinted as articles or free-standing  
direct mail pieces.

Audio visuals -- Down the road, we should convert technical data and success stories to audio visual formats....choosing among slides, film and videotape to suit the particular needs of the sales force in the United States.

Annual Awards -- We should look into the possibility that awards could be made using the names of famous works of Italian fine art. The feasibility of an awards program should be investigated as a long-term possibility for the future. Given that so many awards already exist.... and that ACIMGA has many other priorities that are more pressing....this is a long-term project.

Publications -- Certainly printed pieces should be a primary vehicle for a great sampling program to the industry as to what your equipment can do. This is quite common in the trade -- which is to say that it is expected and a proven effective technique. So why not:

- An annual composite catalog or ACIMGA directory
- A combined industry facts and facilities booklet
- A quarterly newsletter about the industry and successful installations
- Samples of outstanding printing or converting done by ACIMGA customers from around the world
- A select portfolio of art reproductions or stunning photography, produced on ACIMGA equipment

Budget

Based on our initial understandings of the product and market information available, we have constructed a budget that we believe is adequate to provide the professional staff time as well as associated out-of-pocket expenses to do your job effectively. But we have made some assumptions at this early stage that surely will cause some re-assignment of money within the budget as more specifics become known later. For example, how much translation and travel will be required? How much fresh photography? How many success stories are available? What will be the size and availability of mailing lists? And so on.

In effect, then, we are recommending the following budget, with the total fee indicated to be paid in equal monthly installments....acknowledging that we will re-direct some of the fee within the scope of the projects indicated as the program matures.

The out-of-pocket expenses indicated are estimated; they will be billed at our cost, only as actually incurred. The routine out-of-pocket expenses -- such as telephone, telex, photocopying, local travel, postage, media monitoring and clipping (cutting) service, editorial contact and the like -- are committed as they come up; all the major non-routine expenses are quoted and submitted for your approval before they are incurred.

This then is the total public relations budget we recommend:

Annual  
Public Relations Budget

	<u>Service Fee</u>	<u>Estimated Expense</u>
<u>1. Print 80 Promotion</u>		
a. List development	\$ 1,000	-
b. VIP identification & contact	1,000	-
c. Ad Liaison re advance direct mail and space advertising	2,000	-
d. Event Hospitality (100 @ \$30/ea)	2,000	3,000
e. Press Kit 1000 @ \$5	6,000	5,000
f. On-site Editorial Coverage	6,000	500
g. Follow-ups on Media	3,000	500
Sub Total	<u>\$ 21,000</u>	<u>\$ 9,000</u>
 <u>2. Ongoing Public Relations</u>		
a. Ongoing Trade Show Coverage	\$ 6,000	\$ 2,000
b. Trade Press Relations	32,000	3,000
c. Success Stories (10)	30,000	15,000
d. Industry News Releases (12)	10,000	2,000
e. Spokesperson Booking, Promotion	4,000	1,000
f. Audio Visuals	-	-
g. Awards (Feasibility study)	4,000	-
h. Publications (Qtly Newsletter)	9,000	20,000
i. Total Program Creative Management and Counsel*	30,000	20,000
	<u>\$146,000</u>	<u>\$ 72,000</u>
Grand Total		<u>\$218,000</u>
Target		\$218,750

\* Includes fee and expense for R&F  
liaison office in Milan

Budget Summary

Advertising	280 million lire	\$350,000
Market Research	70 million lire	87,500
Public Relations	175 million lire	218,750
Total	<u>525 million lire</u>	<u>\$656,250</u>



Who Are We?

Ruder & Finn is among the largest public relations firms in the world. To keep ourselves compact and efficient, we have regionalized our organization by placing our own full-service operations in Chicago, New York, Houston, Dallas, Los Angeles, San Francisco, Washington and Toronto. These offices are buttressed by a long-established network of independently owned affiliates that cover every major market in the United States. On a worldwide basis, we have our own offices as well as affiliates on every occupied continent.

Our clients include giants such as Philip Morris, Bristol-Myers, Bendix, Kinney Shoe, Lenox, Ramada Inns and General Mills -- but we also represent other corporate leaders such as Church's Chicken, Madison Gas and Electric, Stanley Home Products and many others. We also work for associations, large and small, such as American Academy of Family Practice, American Society of Heating, Air Conditioning and Refrigerating Engineers, Direct Marketing Insurance Council, Cotton Incorporated and International Fabricare Institute.

A word about our breadth of capability.

All told we serve some 90 full-program clients through our 200 people. We have a unique breadth of capability that includes such special areas as:

Financial Relations -- Ruder & Finn employs a skilled team of financial relations professionals who specialize in this particular aspect of client work. Maintenance of detailed security analyst mailing lists and selected surveys and seminars of key Wall Street issues enables us to match client plans with the immediate environment in the financial community. We have been trend setters in encouraging disclosure and complete reporting.

Fine Arts -- Ruder & Finn wrote the book on fine arts programming. This subsidiary company is in constant communication with the museum/exhibition community, keeping abreast of programming opportunities and needs that can be useful in private sector communications strategies. Fine Arts does everything from purchasing art for corporate collections to commissioning new works, to developing traveling art shows of museum calibre.

Intermedia -- This advertising subsidiary plays an extremely effective role in many programs where close coordination between public relations and paid placement techniques is required to maximize the overall impact of client campaigns.

Press Relations -- The firm's Press Relations department maintains up-to-date listings of important editors by publication. It also counsels account executives on an individual basis, suggesting the newest print publications and/or newspaper features that are applicable to specific assignments.

Radio & Television -- With the increasing importance of electronic media, Ruder & Finn developed a department that specializes in generating exposure on network television and radio programs. Radio & Television provides clients with a national overview of these media and frequently coaches clients on upcoming appearances.

PR Photography -- This department can get a picture taken anywhere in the world, and frequently comes up with ideas for wire service photo releases relating to client activities.

Public Relations Production -- Ruder & Finn owns and operates a fully equipped production facility, capable of reproducing and assembling most types of client materials on a moment's notice.

R&F Design -- This in-house graphics subsidiary works closely with account groups to produce effective logos, brochures, reports, invitations and other graphics. This team relationship enables us to produce printed materials that support public relations objectives.

Research & Forecasts -- This research facility engages in a wide variety of research projects for Ruder & Finn clients. Audits of perceptions among internal and external audiences, publicizable studies, and market research are just a few of the program packages often designed and executed by Research & Forecasts.

Shopping Center Promotions -- Photography exhibits, new product tasting, opinion polling booths, or traveling corporate education presentations find their way into shopping because of malls, Shopping Center Promotions. SCP designs, locates, and publicizes shopping center "happenings" all over the country.

Writing Services -- Many assignments require the talents of experienced writers familiar with the terms and nuances relative to a particular subject area. Ruder & Finn has a staff of skilled and diversified writers who handle brochures, annual reports, sales mailers, speeches, corporate advertising, and presentation materials. For extremely technical assignments, we're in touch with a network of specialty writers who work with us when an "insider's" point of view is required.

Organized America -- Ruder & Finn has developed a special capability for working with not only leading individuals but also with leading organizations. In the past, we've set up cooperative programs in behalf of our clients with such groups as:

International Association of Police Chiefs

National Association of County Organizations

National Federation of Women's Clubs

National Association of Retired Persons

National Association of Senior Citizens

American Institute of Architects

Rotary International

American Society of Newspaper Publishers

American Automobile Association

Disabled American Veterans

American Legion

The Commonwealth Club of San Francisco

Economic Club of Detroit

Town Hall of Los Angeles

and many, many others

We also have a depth of capability.

We provide not only a breadth but also a depth of capability few public relations firms offer. Our account teams as well as our specialists, for example, all nurture contacts in the media. We pool these individual contacts when needed to provide a wide spectrum of continuing relationships with newspaper, magazine, radio and television people throughout the country. In fact, our people are often very important to legitimate news sources because of the major news-making clients we represent.

We particularly are skilled in using public relations as a marketing tool, which is how we gained our initial reputation. We've always felt attention to grass roots understanding of a marketplace is vital in selling a product, a service or an idea in it. We were pioneers in organizing public relations campaigns market-by-market.

We are disciplined.

We have a deep respect for budgets and timetables. For 20 years, we have been using computers to help us plan more efficiently. We provide periodic reports of our account teams' activities. Senior staff members regularly review the progress of our account teams, giving you the continual benefit of our most seasoned people's ideas.

And we are creative.

Ideas are important at Ruder & Finn. We're recognized as a creative firm. We want to represent leaders in their field, and this demands intense creative energy. A company cannot lead for long without recognizing new ideas. Our staff is continually in touch with new developments and ideas. Our senior people frequently lecture before business leaders or university students.

We are flexible, and we've become accustomed to handling emergencies with enthusiasm. We thrive on difficult assignments and tight deadlines.

We'll know your business

Ruder & Finn won't tell you how to run your business, but we do try to know your business. Our concentrated efforts

call for thoughtful analysis of your strengths and weaknesses. We want to convey to your publics what sets your organization apart -- "publicity for publicity's sake" is not the Ruder & Finn way.

We make routine newsworthy.

Our account teams constantly look for new ideas that can make the routine newsworthy -- the angle that makes a difference in publicity work. Many people will work on your problems and opportunities...with your account team interfacing with them so that we create a synergism of ideas... and results.

In short, Ruder & Finn is a totally professional public relations firm employing the kind of people who become totally immersed in your work.

## Major Clients

Ruder &amp; Finn, Inc.

Aerobic Dancing, Inc. -- a fun-fitness sport, merging dancing and jogging choreographed to popular music.

Alliance Tire & Rubber Co. -- leading Israeli manufacturer of tires and other related products; sells worldwide.

American Academy of Family Physicians -- the professional society of family practice.

American Express -- provider of financial and travel services.

American Income Life Insurance Company -- insurance company.

American Management Assoc. -- business association.

American Medical International -- investor-owned healthcare services company; owns and manages hospitals and other healthcare facilities in the U.S. and overseas.

Americana Healthcare Corporation -- national chain of skilled and intermediate care nursing homes.

Art Park -- 200-acre visual arts and performing arts center.

ASHRAE/American Society of Heating, Refrigeration & Air Conditioning Engineers -- the professional association of 32,000 specialists from 113 countries in heating, cooling and ventilating.

Asian Art Foundation of San Francisco -- the founding body of the Asian Art Museum, supporting "5000 Years of Korean Art" exhibition, traveling to eight museums nationwide.

Associated Advisers, Inc. -- (Division of First Pennsylvania Bank). Advisers to Real Estate Investment Trust.

Assure Competitive Transportation -- industry association to fight deregulation of the trucking industry.

A-T-O Inc. -- an international company with more than 30 major divisions including: fire protection, safety and security; consumer/recreation products; packaging machinery/material handling mining and construction equipment.

Bache Halsey Stuart Inc. -- investment brokerage house.

Bass Financial -- savings and loan association holding company.

Brae Corporation -- railway transportation leasing and management.

Bush-Reisinger-Museum -- subsidiary of Fogg Museum.

Carnegie Museum of Art -- sponsor of Pittsburgh International Series: Eduardo Chillida/William DeKooning -- concurrent art exhibitions featuring over 100 works by each artist.

Carter Wallace -- manufacturer of a wide-range of pharmaceutical products for consumer and industrial use.

Champion International -- manufacturer of wood and wood-derived products.

City of New Rochelle -- municipality.

Clairol Inc. -- personal care products.

Committee for Corporate Support of Private Universities -- association.

Cotton Incorporated -- a fiber company that conducts national marketing, research and promotion activities on behalf of approximately 100,000 cotton producers in 19 cotton-growing states.

DiGiorgio -- food grower.

Direct Marketing Insurance Council -- the association of insurance companies marketing by mail.

Eastern Gas & Fuel Associates -- integrated energy company; coal producer, public utility and marine transportation.

Eastern Rolling Mills -- producer of precision copper, brass, phosphor bronze and aluminum mill products.

Economic Development Council of New Orleans -- an entity of the New Orleans Chamber of Commerce, designed to attract business and industry.

Fame Fabrics -- a major producer and converter of textiles for the curtain and drapery fields.

First Pennsylvania Corp. -- bank holding company.

Fujitsu Limited -- major producer of components, telecommunications systems, and semi-conductors.

General Mills -- a diversified corporation with subsidiaries in foods, toys and games, fashions and specialty chemicals.

Gould -- diversified industrial manufacturer.

Government of El Salvador

Grolier -- producers of major reference volumes and educational materials for the home, schools and libraries.

Hyde School -- school in Bath, Maine.

Illinois State Fabricare Association -- statewide trade association of professional drycleaners and launderers.

Institute of Electrical Electronic Engineers -- international association.

International Fabricare Institute -- the national trade association of professional drycleaners and launderers.

JETHRO (Japan External Trade Organization) -- semi-governmental agency to report about Japanese industry, economy and products.

Kelly Services -- temporary help company.

Kenneth D. Laub & Company, Inc. -- real estate brokers.

Kinney Shoe -- family shoe chain with over 1,500 retail outlets in the U.S.

Lenox -- leading domestic manufacturer of fine china and crystal; producer of artcarved diamond and wedding rings; and a major manufacturer of ceramic dinnerware and cookware, candles and precious jewelry.

Lloyd's Electronics -- a diversified marketer of consumer electronic products, particularly stereo music systems.

Madison Gas & Electric -- the public utility serving the Greater Madison, Wisconsin area.

Mapco, Inc. -- diversified energy company.

Matsushita -- one of the world's largest electronic companies (Panasonic, Quasar and Technics).

MCA Disco-Vision -- division of MCA Inc. to produce and market optical videodiscs in support of the Phillips/MCA Optical Videodisc home entertainment and educational system.

Miller Brewing Co. -- brewer.

Milton Meyer & Co. -- one of the nation's leading full-service real estate firms.

Mount Sinai Center -- a major medical center consisting of hospital, healthcare center and medical school.

National Board of Boiler and Pressure Vessel Inspectors -- the professional association for Commissioned Inspectors of boilers, pressure vessels and nuclear power plants.

National Council on the Aging -- association.

National Center for Service to the Aging -- center for comprehensive service to the elderly.

National Italian-American Foundation -- association.

Northern Natural Gas -- energy company.

Olivetti Corporation of America -- The U.S. subsidiary of Europe's leading manufacturer of electronic calculators, data processing systems and typewriters.

Pandick Press -- financial printers.

J. C. Penney -- major retailer.

Performance Magazine -- theatre magazine (house program).

Phillip Morris -- producer of Marlboro, the largest selling cigarette in the world, and such other well known brands as Benson & Hedges 100's, Parliament, Merit and Virginia Slims, as well as Personna razor blades, Miller High Life beer and Seven-Up.

Pinehurst -- major resort hotel, real estate development and resort town.

Pirelli Tire -- U.S. marketing arm of the Italian Tire and Rubber Manufacturing Company.

Reading Industries -- conglomerate.

Salant Corp. -- textile company.

Saturday Review -- magazine covering issues, events and currents in contemporary life.

Sonesta International Hotels -- operator of deluxe hotels and resorts.

South Jersey Industries -- natural gas distributor.

Springs Mill -- manufacturer of textiles and frozen foods processor.

Stanford Court Hotel -- luxury hotel on San Francisco's Nob Hill.

Stanley Home Products -- a leading direct-selling firm, manufacturing and marketing over 250 household products and good grooming aids through the hostess party plan.

Stanley Gibbons International of London -- world's largest rare stamp dealer.

T-Bar -- a high-technology company specializing in proprietary switching equipment and systems for data telecommunications and computers.

Thompson Medical Co. -- manufacturer/distributor of over-the-counter drugs.

Time Inc. -- publisher.

Touche Ross -- one of the nation's largest accounting and consulting firms.

Tracor, Inc. -- manufacturer of instruments and systems for military and industrial use.

TV Film Department

United Airlines -- leading commercial airline.

Wallcovering Information Bureau -- an industry program to increase sales of wallcoverings.

Wallpapers To Go -- major regional retailer of flexible wallcoverings.

Westinghouse Electric Corporation -- manufacturer.

William O'Neil & Company -- brokerage firm specialized in institutional research.

WNET/Channel Thirteen -- a public broadcasting station.

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BiographyHAROLD A. BERGEN

Harold A. Bergen is president of Ruder & Finn of Mid-America, Inc., a wholly owned subsidiary of Ruder & Finn, Inc., one of the major international public relations firms.

As a public relations counselor for 21 years, Bergen has served companies, associations and governments in corporate, financial, marketing, employee, government and community public relations. Before entering public relations, he was editor of "Industry and Power" magazine, senior associate editor of "Consulting Engineer" magazine, and manager of technical publications for the Raytheon Company.

Bergen is accredited by the Public Relations Society of America; he has been a national director of PRSA, a delegate to its National Assembly, its national membership chairman, and is a founding member of its Counselors Section. He was a national director of the American Public Relations Association, which merged with PRSA in 1961. He was the founding president of the Chicago Chapter, APRA, and later was a director and treasurer of the Chicago Chapter of PRSA.

He has written and lectured on public relations extensively. He has been a seminar leader and speaker several times for the American Management Association, the NYU/PRSA Public Relations Management Seminars, Publicity Club of Chicago and other professional groups.

Bergen is a graduate of the Illinois Institute of Technology (B.S., electrical engineering, 1950), past president of its Alumni Association and is a member of its Board of Trustees. He is a member of Tau Beta Pi (general engineering honorary), Eta Kappa Nu (electrical engineering honorary), and Phi Delta Sigma (journalism honorary). He served in the U.S. Army Signal Corps during and after World War II, his last assignment being at the Nuremberg trial.

He is former president of the District 108 Board of Education (Highland Park, Ill.) and a member of the National Society of Professional Engineers, Executives' Club, Corporate Responsibility Group of Greater Chicago, Association for Corporate Growth, Publicity Club of Chicago, Chicago Press Club and National Investor Relations Institute.

He and his family reside at 235 Pierce Rd., Highland Park, Ill.

Harold A. BergenClients Served (Long-range Programs)

AAR Corp. (OTC). . . . .aviation/financial  
 Aloe Creme Laboratories. . . .cosmetics  
 Amphenol Borg. Corp. (NYSE). .electronic components  
 Arthur Andersen & Co.. . . .CPA firm  
 Elizabeth Arden. . . . .apparel and fashion  
 Assure Competitive  
   Transportation (ACT) . . . .multi-industry association  
 Bass Financial Corpora-  
   tion (OTC) . . . . .savings and loan holding company  
 Bissell, Inc.. . . . .housewares  
 Catholic Television Network  
   of Chicago . . . . .private broadcasting system  
 Century Electric Co. (AMEX). .electric motors  
 Chemetron. . . . .welding products, industrial gases  
 Chicago Board of Trade . . . .commodities exchange  
 Chicago Community Trust. . . .community foundation  
 Chicago Hospital Council . . . .association  
 Congoleum Corp. (NYSE) . . . .manufacturer; shipbuilder  
 Continental Casualty Co. . . .insurance  
 Control Data Corp. (NYSE). . .computers  
 Direct Marketing Insurance  
   Council. . . . .industry association  
 Edward Valves  
   (Rockwell International) . .utility/industrial valves  
 Electro-Motive Div.  
   (General Motors) . . . . .locomotives  
 Equitable Life Assurance  
   Society . . . . .insurance  
 The Falk Corp. (OTC) . . . . .industrial gearing  
 Huntington National Bank . . .bank  
 Illinois State Fabri-  
   care Association . . . . .drycleaners and launderers association  
 International Fabricare  
   Institute . . . . .drycleaners and launderers association  
 Interstate United Corp.. . . .professional foodservice management  
 Japan National Tourist  
   Organization . . . . .travel promotion agency  
 J&H International. . . . .retail promotional services  
 Madison Gas & Electric  
   Co. (OTC) . . . . .public utility  
 Memphis Area Chamber of  
   Commerce . . . . .association

Harold A. Bergen

Miller Brewing Co. . . . . brewer  
National Board of Boiler  
and Pressure Vessel  
Inspectors. . . . . professional association  
National Shorthand Report-  
ers Assn. . . . . professional association  
National-Standard Co. (NYSE). industrial/metal products  
Opelika Manufacturing  
Corp. (NYSE). . . . . textile products for linen supply  
Penn-Dixie Industries,  
Inc. (NYSE) . . . . . steel and cement producer  
Pepper & Tanner, Inc. . . . . radio and television production  
Philip Morris Industrial. . . . . diversified manufacturing group  
Republic Flow Meters  
(Rockwell International). . . . . utility/industrial instrumentation  
Roses, Inc. . . . . commercial growers association  
S&C Electric Co.. . . . . utility/industrial switchgear  
Sears Roebuck & Co. . . . . major appliances  
Standard Rate & Data. . . . . data service  
Stone Container Corp. (NYSE). packaging  
Sun Chemical (NYSE) . . . . . chemicals  
UOP Inc. (NYSE) . . . . . research, engineering, manufacturing

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Harold A. BergenClients Served (Special Projects)

Agricultural Publishers'  
 Assn. . . . . publishers' association  
 American Bar Association. . . professional society  
 American College of Obste-  
 tricians and Gynecologists. professional society  
 American Hospital Assn. . . industry association  
 American Power Conference . . utilities' association  
 Arnar-Stone Labs  
 (American Hospital Supply). pharmaceuticals  
 Coca-Cola . . . . . soft drinks  
 Colgate-Palmolive Co. . . . cosmetics, toiletries  
 Connecticut Mutual Insur-  
 ance Co.. . . . . real estate promotion  
 Credit Union National  
 Assn. . . . . association  
 Delta Power Tools  
 (Rockwell International). . power tools  
 Detroit Edison (NYSE) . . . electric utility  
 Draper Daniels. . . . . advertising agency  
 Drycleaning Industry  
 Council . . . . . multi-association task force  
 First National Bank of  
 Chicago . . . . . Firstcard consumer credit card  
 Fox Tractor . . . . . agricultural implements  
 Gamze-Korobkin-Caloger, Inc.. consulting engineers  
 General Electric Co.. . . . plastics  
 Golconda Corp. (OTC). . . . industrial, institutional products  
 Grant/Jacoby. . . . . graphic designers  
 GPI Corp. . . . . marketing consultants  
 G.R.I. Corp. (AMEX) . . . . direct mail merchandisers  
 Hanson Sprayers . . . . . agricultural implements  
 Harley-Davidson (AMF) . . . . motorcycles  
 Hawkeye Bancorporation. . . . bank holding company  
 Holiday Inns (Chicago). . . . hotels and restaurants  
 Lee Wards . . . . . crafts supplies  
 LFM Div. (Rockwell  
 International). . . . . heavy castings  
 Main-Lafrentz . . . . . CPA firm  
 McGaw Laboratories  
 (American Hospital  
 Supply) . . . . . pharmaceuticals  
 Medequip Co. . . . . physiological instrumentation  
 Medic Alert Foundation. . . . non-profit group



Harold A. Bergen

- Mercantile Bancorporation. . .bank holding company
- Moorman Feeds. . . . .animal feed supplements
- National Electronics  
     Conference . . . . .industrial exposition, conference
- Russell Reynolds Associates. .executive recruiters
- Sumitomo Bank. . . . .Kyoto-based bank
- Arthur E. Wilk . . . . .advertising agency

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Harold A. BergenArticles and Speeches

- "How to Get the Best from Your Public Relations Firm"
- "Ethics, Engineers, and Publicity"
- "What Public Relations Can Do for Marketing"
- "How to Make Missionaries Out of Salesmen"
- "Evaluating and Reporting to Clients"
- "How to De-Bug Your Writing"
- "Care and Feeding of Management" (For public relations professionals)
- "What Makes a Good Public Relations Program?"
- "Basics for Client-Counsel Operational Relationships"
- "The Ideal Editor -- As a Public Relations Man Sees Him"
- "Publicity Is Not Enough"
- "Reaching for Excellence" (for public relations professionals)
- "How to Sell Professional Services"
- "The Seven C's of Public Relations"
- "Financial Public Relations" Seminars (American Management Association)
- "Product Publicity" Seminar (American Management Association)
- "Budgeting -Public-Relations" (NYU-PRSA)

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January 1979



Biography

Sharon V. Peters

Sharon V. Peters is a vice president of Ruder & Finn of Mid-America, a unit of Ruder & Finn, Inc., one of the major international public relations firms. She relocated to Chicago four years ago from her native New York, having served for the prior three years as a vice president of Ruder & Finn's corporate headquarters office in New York City.

Ms. Peters' diversified public relations background spans some eighteen years of corporate and agency experience. For six years, she spearheaded an industrial development program on behalf of the Province of Ontario, Canada, during which time she planned and coordinated luncheons, seminars, special events, and an extensive publicity and public relations program aimed at leading businessmen, civic leaders, and government officials throughout the United States. Her travels in that period took her to some 40 U.S. cities.

- more -

Over the years, Ms. Peters has served companies and organizations in a variety of fields -- consumer and industrial products and services, associations, governments. In the past six years, she has developed special strengths in the area of corporate and financial public relations, preparing annual and interim reports, special stockholder mailings, financial community audits, and background corporate analyses for distribution to security analysts and other financial professionals. She has organized both informal meetings with financial analysts and special presentations in New York and other major money markets. She has organized numerous press conferences and special events, and has developed and placed news and feature stories in major business, financial, trade and general interest publications.

Her media and financial community contacts are extensive.

Ms. Peters is a graduate of Syracuse University (B.S., 1961). In her junior year, she was selected to study art, European history, and political science in Florence, Italy, in a student exchange program sponsored by the Experiment in International Living.

She is married and resides in Highland Park, Ill.

Sharon PetersClients served (Special Projects)

Allergan Pharmaceuticals	eye care products
American Bar Association	professional association
American College of Obstetricians and Gynecologists	professional association
American Die Casting Institute	trade association
American Express	financial and travel services
American Medical International	health care services
Brae Corporation (OTC)	railway transportation, leasing and management
Bristol-Meyers, Inc. (NYSE)	personal care products
Carter Products, Inc.	pharmaceuticals
Children's Medical Center of New York	health care
Coalition Venture Group	business/financial consultants
Coca-Cola Bottling Company of Chicago	soft drinks
Coca-Cola Co. (NYSE)	soft drinks
Columbia Records	records
Compagnia Generale Del Disco	records, books
General Mills (NYSE)	foods, toys and games, fashions and specialty chemicals
Gold Seal Co.	wax, detergents
Hummel Figurines	housewares
Huntington National Bank	bank
Kinney Shoe Corp.	family shoe chain
H.L. Klion, Inc.	furniture centers
Korsland, Le Norman & Quann	architects
Morris Lapidus	architect
Lenox, Awards	emblematic jewelry, premium and incentive items
Lenox, Inc. (NYSE)	fine china, crystal, jewelry
Mapco, Inc. (NYSE)	diversified energy company
Maryland Cup Corp. (NYSE)	paper and plastic disposables, food service equipment
Nabisco, Inc. (NYSE)	food products
National Association of Real Estate Investment Trusts	trade association

National Physical Fitness,  
Health and Diet Show  
Neighborhood Realty Group  
Olivetti Corporation  
of America  
Opelika Manufacturing  
Corp. (NYSE)

Open Road Industries  
(NYSE)  
Philip Morris, Inc.  
(NYSE)  
Playboy Enterprises, Inc.  
Port of Le Havre  
Ramada Inns  
Recreational Vehicle  
Industry Assn.  
Rotopark International  
SCI Systems, Inc. (OTC)  
Simpro Corporation  
Standard Motor Products  
(AMEX)  
Stanley Home Products  
Steelcase, Inc.  
Tosco, Inc.  
Universal Container  
Corp.  
Vegetable Soup

consumer/trade show  
real estate brokerage network

typewriters

textile and garments for  
linen supply, hospital  
institutional and home use

recreational vehicles

cigarettes, beer  
publishing, entertainment  
French seaport  
motels

trade association  
parking systems  
electronics, aerospace  
cameras and graphics

automotive products  
household products, grooming aids  
office furniture  
oil shale development

steel barrels, drums  
children's television program

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December 1979

Sharon PetersClients served (Long-range Programs)

Americana Healthcare Corporation	skilled and intermediate care nursing homes
Assure Competitive Transportation, Inc. (ACT)	multi-industry association
Bass Financial Corporation (OTC)	savings and loan holding company
Chemetron Corporation	gases and related products, chemicals, metal products and health care process system products
Comcast Corporation (OTC)	cable television operator
Congoleum Corp. (NYSE)	floor coverings, shipbuilder, automotive and industrial distribution
Craft Master Corp.	hobby kits
Fibreboard Corp. (NYSE)	forest products, paperboard, packaging
First Pennsylvania Mortgage Trust (NYSE)	real estate investment trust
Gable Industries (NYSE)	building products and services
General Electrodynamics Corp. (OTC)	electronics
Interstate United Corporation	professional food service management
Mt. Cathalia Playhouse, Hotel & Ski Center	diversified resort complex
Province of Ontario, Canada	industrial development
Rainbow Crafts, Inc.	toys and games
Roblin Industries (AMEX)	specialty steel/building products
Roses, Inc.	trade association
Unity Savings Association	100th largest S&L
UOP, Inc. (NYSE)	diversified research, engineering, manufacturing company

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December 1979

RECEIVED  
DEPARTMENT OF JUSTICE

APR 16 8 00 AM '60

REGISTRATION UNIT  
INTERNAL SECURITY  
SECTION  
CRIMINAL DIVISION

EVALUATION AND STRATEGIC  
PLANNING PROPOSAL FOR  
THE ITALIAN INDUSTRY  
OF PRINTING AND PAPER  
CONVERTING EQUIPMENT

Presented To:

The Italian Trade Association

A.C.I.M.G.A.

Presented By:

The Strategy Group  
Market Facts, Inc.  
100 South Wacker Drive  
Chicago, Illinois 60606

December 13, 1979

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BACKGROUND AND PURPOSE

Page 1

Italian exports of printing and paper converting machinery represent a substantial (50%) portion of all production for this industrial sector.

Printing equipment alone accounted for 75% of exports to the U.S. between 1974-1978.

The sub-segments producing printing and transformation equipment have been particularly successful in penetrating the U.S. markets. Those manufacturers producing cartographic, binding and type casting machines have been less successful and are experiencing continued difficulty in market penetration. This is due to several factors including: a more entrenched competitive environment, lack of scale economies within manufacturing plants and fragmentation in terms of strategic long term planning.

Italy, however, has been strengthening its export position in the U.S. and is prepared to establish a united, cohesive marketing campaign for gaining greater market share.

The purpose of the research project, then, is to develop information about the size of the opportunity and the needs and preferences of specific market segments representing the greatest opportunity for increasing sales and profits.

INFORMATION OBJECTIVES

The information objectives will include the following:

1. To establish (initially through secondary published information sources) the total available market (TAM) in terms of size, growth, competition and market share within each market segment.

The segments to be evaluated will be:

1. Printing, publishing and allied industries -
  - Commercial printers
  - In-plant printers
  - Publishers of newspapers, books, periodicals and miscellaneous
  - Typesetters, photoengravers
2. Book binding industry

3. Packaging manufacturers of
  - folding, paperboard boxes
  - corrugated and solid fiber boxes
  - sanitary food containers
  - fiber can, tube, drum, etc.
4. Paper manufacturers of
  - paper coating and glazing products
  - envelopes, bags
  - converted paper and paperboard products
2. To identify types of equipment owned and applications (work being done in each category)
3. To determine trends in equipment technology and market preferences for new offerings being introduced into the U.S.
4. To identify the decision factors considered important in the decision process. Particular emphasis on U.S. vs. foreign manufacturers (Germany, United Kingdom, Italy).

5. To determine strengths and weaknesses of major competitors within each equipment category, including such issues as:
  - machinery features and performance capabilities
  - sales activities
  - service responsiveness
  - application and support
6. Sales, service and distribution channels uses and customer preferences regarding them.

#### METHODOLOGY

We recommend a multi-stage interviewing approach be utilized to assure coverage and reliability of results.

- Stages I and II consist of two primary activities: (a) secondary research to verify the size and scope of the markets and competitive activity within each market segment, and (b) 20 in-depth personal interviews will be conducted with decision makers within the total market.

The interviews will be conducted by the Industrial Marketing Field Representatives. These men specialize in in-depth interviewing of a technical nature. Their skills are wellknown to us, having worked for us often in the past.

This information will refine our direction to focus on those markets demonstrating greatest growth potential.

- Stage III consists of conducting 400 telephone interviews. The interviews will be divided by market segment:

<u>Market Segment</u>	<u>Total Number of Interviews</u>
1. Printing, publishing and allied industries --	
Commercial: 100	
In-plant: 50	
Publishers: <u>50</u>	200
2. Book Binding	50
3. Packaging	100
4. Paper	<u>100</u>
	<u><u>Total</u></u> <u>450</u>

- Stage IV consists of conducting 200 personal one-hour interviews within the printer, publisher and allied products market segments. As this segment has historically represented the greatest revenue contribution, it is essential to understand their attitudes and perceptions regarding sales and service performance as well as the competitive environment.

The information developed from all sources (including secondary) will be integrated to assure a comprehensive and cohesive foundation for implementation of actionable marketing programs.

#### TIMING AND COSTS

The project will be completed through final report within 24 weeks from date of the initial planning meeting. Cost of the project, including all expenses will be within 10% of \$83,000. If it is decided that modifications or other changes are needed, we reserve the right to renegotiate the cost.

One-half payment will be due upon authorization, and final payment upon completion of the written report.

TIMING

	<u>TIME (WEEKS)</u>	<u>CUMULATIVE</u>
1. STAGE I		
a) Planning	1.0	
b) Secondary research search	1.0	2.0
c) In-depth interview outline development	1.0	3.0
d) Sample design	.5	3.5
2. STAGE II		
a) 20 in-depth interviews	3.0	6.5
b) Analysis	1.0	7.5
c) Telephone questionnaire design and preparation	1.0	8.5
3. STAGE III		
a) 450, 20-minute telephone interviews to verify market size and share	1.5	10.0
b) Personal questionnaire design and preparation	1.0	(Concurrent with III-a)
c) Field briefings of 5 major metro areas	1.0	11.0
4. STAGE IV		
a) 200, 1-hour personal interviews	4.0	15.0
5. STAGE V		
a) Data processing, coding, key-punching and tabulation of all responses	1.5	16.5
b) Data analysis	3.0	19.5
c) Presentation of findings	1.0	20.5
d) Written report within 3 weeks of final presentation	1.0	20.5

	<u>TIME</u> <u>(WEEKS)</u>	<u>CUMULATIVE</u>
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b) Analysis	1.0	7.5
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3. STAGE III		
a) 450, 20-minute telephone interviews to verify market size and share	1.5	10.0
b) Personal questionnaire design and preparation	1.0	(Concurrent with III-a)
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ACTIVITY

COST

CUMULATIVE  
COST

STAGE I

- Planning meetings to develop understanding of the business decision criteria and the general scope of the information needs. Subsequent actions will include:
  - sample selection
  - analysis plan
  - client meetings
  - secondary research
  - in-depth interview
  - outline development

\$15,000

\$15,000

STAGE II

- 20 in-depth interviews across all market segments to determine how satisfied users are with present equipment including:
  - reasons for dissatisfaction
  - specific capabilities, features or service
  - maintenance agreements
  - would be preferred

\$10,000

\$25,000

- Analysis of preliminary in-depth interview data
- evaluation of direction and focus of project, including adjustments and modifications where necessary.
- telephone questionnaire design and printing
- development of support materials

STAGE III

- 450 30-minute telephone interviews with persons most responsible for purchase decision of equipment within each market segment.
  - personal questionnaire design and printing
  - development of support materials
  - briefing of interviewers in 5 largest standard metropolitan statistical areas (New York, Los Angeles-Long Beach, Chicago, Philadelphia, Detroit)

COST

CUMULATIVE COST

\$24,000

\$49,000

STAGE IV

- 200 personal interviews with owners, general managers of commercial and in-plant printing operations.

COST

\$25,000

CUMULATIVE COST

\$74,000

STAGE V

- Data processing, analysis and synthesis of all information, concentrating on the key issues
- Presentation of findings with written report

\$ 9,000

\$83,000

Michael H. Freehill, Vice President and General Manager of the Strategy Group, will have overall responsibility for the assignment. Mr. Freehill has over 10 years' consulting experience in a wide variety of industrial and technical product and marketing strategy development programs. Additionally, he has specific experience in paper processing & distribution channels and in-plant offset printing systems.

Richard Milnamow, Associate and Account Manager is responsible for management and major Strategy Group Accounts. He has over 10 years experience in sales and marketing management as well as marketing research and consulting assignments. Mr. Milnamow, who holds an MBA in marketing, will have responsibility as Program Manager. He will be assisted by a Project Leader and Marketing Analysts in the day-to-day operations.

Market Facts' Decision Systems Group will assist in the analytical and product planning development portions of the program. This Group is responsible for developing some of the industry's most effective analytical tools and proprietary programs such as Product Specification Analysis.

Examples of markets in which the Group has substantial experience include:

- Business equipment and systems
- Electronic instrumentation and controls
- Telecommunications
- Industrial chemicals
- Data processing and computers
- Energy management systems
- Construction equipment and materials
- Water treatment systems
- Industrial trucks and material handling systems
- Paper and metals processing
- Transportation and trucking

The Strategy Group - Industrial is well-positioned to handle complex client assignments, domestically and internationally. Its strategy development assignments often involve international markets, particularly Europe, South America, and Japan. Efficient networks have been established to determine customer needs and perceptions within these areas. These capabilities continue to be expanded to provide better information for clients to optimize international resource allocation decisions.

Some of the clients which are served or have been served, include the following.

- A.B. Dick
- Kimberly-Clark
- American Telephone & Telegraph
- 3-M Co.
- Black & Decker
- SCM
- Caterpillar
- Scott Paper
- Dow Chemical
- Sperry Univac
- Fibre Box Association
- Tektronix
- General Telephone and Electronics
- Union Carbide
- Honeywell
- Xerox

Equipment categories in which product design and product line strategy programs, similar to this have been completed include:

- New concepts in controllers for automating production machinery via microprocessor and related technologies
- Computer-controlled energy management systems
- Word processing and advanced typewriter concepts
- Data communications terminals
- Mainframe computer systems

Complex industrial and technical product categories in which product and marketing strategy assignments have been completed within the recent past include:

- Industrial trucks
- Heavy-duty truck design
- Earth-moving equipment
- New concepts in mobile telephone systems including research and guidance throughout the developmental process and test market evaluation of alternative sales approaches revenues with lowest selling expenses
- Product line strategy for new materials in the construction industry to eliminate erosion of the client's market share
- Audio-visual equipment strategy for the professional market
- Product development in the telecommunications field based upon user perceptions and desires
- New concepts in in-plant offset printing systems

Market Facts, Inc., is corporately located in Chicago with offices in New York, Los Angeles, Washington, D.C., Toronto, Montreal, Vancouver, and Switzerland. With a full-time staff of over 600, it is the largest marketing research and consulting firm in the United States specializing in proprietary marketing studies to assist clients in product, marketing, and sales strategy development. The corporation undertakes assignments in a wide variety of areas, including: consumer, government, commercial, industrial, technical, and institutional. The company's services include: marketing information gathering, analysis, and recommendations for strategy development.

The Strategy Group - Industrial, organized more than ten years ago, provides industrial and technical corporations with worldwide marketing and product strategy guidance.

The Group employs a combination of sophisticated research capabilities and marketing strategy expertise to assist client companies in making profitable decisions.

Qualitative and quantitative research techniques, designed to match the complexities of the industrial environment, are used to determine the needs and perceptions of customers and prospects. The information is gathered by the Group's specialized executive interviewing staff, based on reliable industrial sampling procedures. Analysis is conducted by project management, utilizing proprietary programs with demonstrated capabilities for identifying marketing strategies and actions which will increase market share and profit growth.

Close working relationships with client management assure that recommendations focus on optimal matching of client resources with the market's needs.

To translate client strategies into result-oriented objectives and action plans, the Group often assists in the actual implementation. A well-proven Implementation System is used. The System serves as a catalyst within the client organization. It draws together diverse functional groups. Problems are identified. Coordinated action plans are developed and implemented.



DEPT. OF JUSTICE  
RECORDS & COMM. DIVISION  
APR 15 9 20 AM '60  
INTERNATIONAL SECURITY  
SECTION  
CRIMINAL DIVISION

BENTLEY, BARNES & LYNN, INC.

PRESENTATION TO:

THE ASSOCIAZIONE COSTRUTTORE  
ITALIANE MACCHINE GRAFICHE AFFINI

(THE ITALIAN ASSOCIATION OF  
PRINTING, CONVERTING AND PAPER  
MACHINERY MANUFACTURERS)

## PREFACE

Due to the limited time we had to prepare this presentation, it is not as comprehensive as we would have preferred. While it does not include detailed media and strategy recommendations, we have attempted to isolate the problems and formulate a general plan of attack.

The advertising we are proposing could best be described as an awareness program and would be institutional in nature. It would project the quality, pride in workmanship, reliability, value and strength the customers could depend on when dealing with Association members. It will tell who the Association is, what it does and what products its members manufacture. It will stimulate interest and invite inquiries.

By coordinating advertising and public relations efforts, the impact can be doubly effective. They will fortify and amplify each other, so that the messages we project come through loud and clear. We're confident that this type of integrated communications program will best accomplish our objectives...and assure a warm welcome in America.

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X. CREATIVE STATEMENT & SAMPLES INFORMATION.....Page 30

## I. MARKETING STRATEGY

Essentially, our basic marketing problem is this: We need to motivate the American market to consider the purchase of Italian graphics machinery. To solve this problem, we would need to invoke the use of a) marketing research, b) public relations efforts, and c) advertising.

At present the Association receives a very low share of the U.S. graphics industry market, primarily because Americans know little or nothing about our products. Therefore, our multi-phase program would be geared toward the following goals:

- 1) To establish a firm foundation, on which to build a position within the U.S. market for Italian made machinery products
- 2) To strengthen identity of the individual products
- 3) To create a favorable impression among the opinion leaders in the U.S. graphics industry
- 4) To create a demand for the individual products

## II. ADVERTISING STRATEGY FOR THE ASSOCIATION

In order to position the Association more solidly within the graphic industry market, and reach potential customers, we propose an advertising strategy that would saturate the graphics market before, during, and after the PRINT 80 Trade Show. Our program would break down as follows:

- 1) Pre-Show Trade advertisements
- 2) Pre-Show Direct Marketing Mail pieces
- 3) Direct Marketing Mail pieces to hand out during show
- 4) Post-Show Trade Advertisements
- 5) Post-Show Direct Marketing Mail pieces

We feel that a hard-hitting advertising program of this nature is necessary in order to penetrate the market. Most American firms aren't yet aware of the Italian products available, so they must be reached with both impact and frequency.

Americans have a great deal of respect for the craftsmanship and precision of Swiss, West German and Japanese machinery...our major challenge is to add "Italian" to this roster.

We know the Association's products are good. We know the price is competitive, the designs are sophisticated, and the quality is superior. Now it's time to convince our potential market. Our objective is to communicate this important information to everyone who uses graphics machinery and equipment, and convince them that the Association members' products may improve efficiency and save dollars in the long run...and should be considered before making a final purchase decision.

Potential customers must be convinced not only of the outstanding quality and value of the equipment, but also of the ease in obtaining parts and service when needed. Their fears of extended "down-time" must be dispelled.

One factor in our favor is that most firms will not make a major investment in machinery or equipment without investigating all possibilities. If they've heard about the Association members' products and a few convincing arguments -- they should at least be expected to learn a bit more about them.

We feel certain that we can help the Association create a serious interest in their products. First, because we are a strong, full-service agency, and second, because we have the experience and insight into selling to the graphics industry.

Four of our current clients are in this field: Transilwrap Plastics, Advance Die-Cutting, Seal-Tran, and General Loose-Leaf Bindery Co. We do a great deal of work for these companies: trade ads, brochures, direct mail pieces, and point of purchase. In addition, we have done considerable collateral work in the past for Verson All-Press, Nuttall of America, Inc. (an Australian firm with problems similar to yours) and Miehle-Goss-Dexter, Inc.

In short, we are familiar with the psychology required to sell to this industry...and we are certain that we can both stimulate interest in members' individual products and build an image of quality and reliability for the family of manufacturers as well.

III. TRADE, BUSINESS AND INDUSTRIAL MAGAZINES.

These are the magazine classifications from which publication selections will be made:

Printing and Printing Processes Industry.  
Packaging Manufacturers, Paperboard  
Packaging Users  
Paper  
Plastics and Composition Products  
Reproduction: Inplant and Commercial  
Office Products

An editorial statement by each publisher follows.

## American Printer and Lithographer

(formerly Inland Printer/American Lithographer)  
A Maclean-Hunter Publication



Media Code 7 680 6350 6.00

Published monthly by Maclean-Hunter Publishing Corporation, 300 W. Adams St., Chicago, Ill. 60606. Phone 312-726-2802.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**AMERICAN PRINTER AND LITHOGRAPHER** is edited for members of the printing, publishing and graphic arts industry in managing and operating efficiently. Feature articles contain subjects ranging from industry/technology trends to management and production techniques. In addition to regular features the publication's specialized departments include: Automated Composition, Newspaper Technology, Photomechanical Techniques, Production Management, Selling and Salesmanship, Direct Mail/Promotion, In-Plant Operations. Regular departments include: New Equipment, Books/Tapes, and Washington Outlook. Rec'd 3/16/79.

## Book Production Industry & Magazine Production

An Innes Co. Publication



Media Code 7 680 0990 3.00

Published bimonthly by Innes Publishing Co., 910 Skokie Blvd., Northbrook, Ill. 60062. Phone 312-564-5940.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**BOOK PRODUCTION INDUSTRY** is edited for management personnel in the book industry plus production management personnel of the magazine printing industry. Editorial material reports on the application of new equipment, supplies and methods and their relation to design, production, purchasing and business management. Rec'd 3/19/79.

## FLEXOGRAPHIC TECHNICAL JOURNAL

Media Code 7 680 1350 0.00

Published bimonthly by the Foundation of the Flexographic Technical Assoc., 95 W. 19th St., Huntington Sta., N. Y. 11746. Phone 516-271-4530.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**FLEXOGRAPHIC TECHNICAL JOURNAL** is devoted to the flexographic printing market. Reports cover equipment, materials, supplies and services. Also personnel changes, mergers and acquisitions, meetings and trade shows. Features are concerned with information on flexographic printing process, production technology, manufacturing techniques. Rec'd 5/9/78.

## Business Forms Reporter

A North American Publishing Co. Publication



Media Code 7 680 1200 7.00

Published monthly by North American Publishing Co., 401 N. Broad St., Philadelphia, Pa. 19108. Phone 215-574-9600.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**BUSINESS FORMS REPORTER** is edited for manufacturers and distributors of business forms and related printed products. In addition to a different theme each month, regular features and departments include columns on customer service and association activities, new products and new literature, reviews of new forms-using equipment, case histories of manufacturer and distributor operations, continuing directory of forms products for resale by distributors and production equipment/supplies for use by manufacturers, business forms company stock market report, coming events, News Review (who, what, where in the industry). Rec'd 5/24/77.

## Graphics

A Cody Publication

Media Code 7 680 2250 1.00

Published monthly by Cody Publications, Inc., P. O. Drawer 1030, 410 W. Verona St., Kissimmee, Florida 32741. Phone 805-846-2800.

**PUBLISHER'S EDITORIAL STATEMENT**  
**GRAPHICS** is edited for those in the Graphic Arts industry throughout the Southeast and the Caribbean, including commercial printers, trade shops, in-plant printers, suppliers, advertising agencies, newspapers, schools and periodical publishers. Capsule news briefs provide information on new equipment and products, new books and literature, company and individual items, and other action in the industry. News articles include coverage of seminars, workshops and other educational opportunities available to readers; reports of activities of various industry organizations; industry developments and trends; governmental action and its effect on the industry. Features and technical articles include detailed information on management, sales and production. Rec'd 3/28/78.

(cont.)

## Graphic Arts Monthly

A Technical Publishing Publication



# MCC

Media Data Form

Media Code 7 680 1600 8.00

Published monthly by Technical Publishing, a company of The Dun & Bradstreet Corp., 666 Fifth Ave., New York, N. Y. 10019. Phone 212-489-2200.

**PUBLISHER'S EDITORIAL STATEMENT**  
GRAPHIC ARTS MONTHLY'S editorial purpose is to provide readers with information to help them lower costs, increase productivity, enhance quality and maximize safety. Articles on methods, materials, equipment and techniques are published and balanced with news and interpretative reports. Rec'd 12/18/78.

## Package Printing

A North American Publishing Co. Publication



Media Code 7 680 3525 5.00

Published monthly by North American Publishing Co., 401 N. Broad St., Philadelphia, Pa. 19108. Phone 215-574-9600.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
PACKAGE PRINTING is edited for the combined package printing fields, dealing editorially with flexography, gravure and offset, along with the die-cutting finishing process — information concerns those that produce flexible packaging, printed specialties, tags and labels, folding cartons and corrugated containers. Articles deal with management, production and techniques, as well as products pertinent to package printing. Also included are "how-to" articles, plant operation stories, management topics, problems and solution reports, new product news and developments. Rec'd 5/24/77.

## PRINT-EQUIP NEWS



Media Code 7 650 3600 2.00

Published monthly by P-EN Publications, Inc., 801 Milford St. (91203), P. O. Box 10820, Glendale, Calif. 91209. Phone 213-245-4870.

**PUBLISHER'S EDITORIAL STATEMENT**  
PRINT-EQUIP NEWS is edited primarily for management and supervisory personnel in the business and production departments of graphic arts business firms and in-plant printing departments of private firms, governmental departments, and educational and other institutions in the 19 Western states. Priority is given to news items oriented to that area, including association activities, western trade shows and conferences, expansion and success stories, personnel changes, major installations and applications of new equipment. Exceptions would be on new products, major national trade shows and conventions, industry surveys and studies, and technical research reports.

## PRINTER'S NEWS

Media Code 7 630 3900 0.00

Published monthly by Printer's News, 11450 Bissonnet No. 301, Houston, Texas 77099. Phone 713-933-6170.

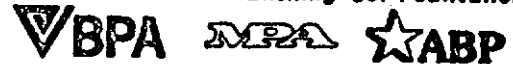
For shipping info., see Print Media Production Data.

### PUBLISHER'S EDITORIAL STATEMENT

PRINTER'S NEWS contains news of interest to the graphic arts community in the West South Central Region. This non-technical publication features photo and editorial plant tours of facilities in the region, articles on members of the graphic arts community, coverage of regional trade shows, seminars, conventions and open houses. It features a monthly gossip type column. New products are evaluated, "how to" articles, book reviews, new product news releases and manufacturer's new literature is run throughout the book. Rec'd 7/13/78.

## Printing Impressions

A North American Publishing Co. Publication



# MCC

Media Data Form

Media Code 7 680 4000 8.00

Published monthly by North American Publishing Co., 401 N. Broad St., Philadelphia, Pa. 19108. Phone 215-574-9600.

**PUBLISHER'S EDITORIAL STATEMENT**  
PRINTING IMPRESSIONS is edited for supervisory management. Four areas are covered: 1. Printing management techniques. 2. Printing production technology. 3. Market and technological trends. 4. New equipment reviews plus how-to articles on operations in all production phases. This fourfold foundation is the base for an editorial content which covers: general graphic arts news (35%); financial news (15%); management improvement features (15%); new products (10%); specifications of equipment (10%); technical reports (15%). Special features include: New Products, Equipment and Supply Review; Sales Leads; Graphic Arts Stock Market Reports; Successful Company Analysis Rec'd 2/19/79.

(cont.)

## Printing News

Media Code 7 680 4450 5.00  
Published weekly by Printing News, Inc., 489  
Park Ave. S., New York, N. Y. 10016. Phone 212  
689-9690.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
PRINTING NEWS content includes current news  
and activities of printing and allied industries of  
17 counties comprising Greater Metropolitan Area  
of New York, New Jersey, Connecticut. Carries news  
articles on the development and technical aspects  
of new materials, equipment, and processes. Also  
articles on management, reports of meetings of  
organizations and associations, and news of indi-  
vidual firms and personnel. Weekly calendar of  
events on meetings of about 50 organizations in this  
area. Rec'd 7/8/74.

## Printing Views

A Midwest Publishing Co., Inc. Publication  
Media Code 7 680 5400 9.00  
Published monthly by Midwest Publishing Co., Inc.,  
8328 N. Lincoln Ave., Skokie, Ill. 60077. Phone  
312-539-8546.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
PRINTING VIEWS is specifically directed towards  
the regional interest of the midwest printing pro-  
ducer and is edited for owners management, and  
production executives in commercial, newspaper and  
private printing plants; and in allied crafts and  
services. Current news, industry trends, new processes  
and products are supplemented with regular monthly  
columns on personnel, financial, company and supply  
news. Pictorial treatment usually accompanies trade  
meeting and convention reports. Feature articles in-  
clude coverage on labor-management relations, legis-  
lative involvement, and interpretive staff articles on  
the general direction of the midwest printing in-  
dustry economy.

## Reproductions Review & Methods

A North American Publishing Co. Publication  
(This is a paid duplicate of the listing under  
Classification No. 126B.)



Media Code 7 680 5500 6.00  
Published monthly by North American Publishing  
Co., 401 N. Broad St., Philadelphia, Pa. 19108.  
Phone 215-574-9600.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
REPRODUCTIONS REVIEW & METHODS is edited  
for in-plant printing and communications. Its fea-  
tures and news cover offset printing, duplicators,  
copiers, wood processing, micrographics, binding  
systems, engineering reprographics, reprodrafting, and  
related subjects. Also contains articles on in-plant  
printing market: offset presses, paper, ink, and new  
products. Rec'd 5/6/77.

## Screen Printing Magazine

An ST Publication



Media Code 7 680 6200 2.00  
Published monthly by ST Publications, 407 Gilbert  
Ave., Cincinnati, Ohio 45202. Phone 513-421-2050.  
Member: Second Class Mail Publications, Inc.

**PUBLISHER'S EDITORIAL STATEMENT**  
SCREEN PRINTING MAGAZINE is devoted to the  
screen printing field. Industrial aspects as well  
as commercial production of signs, displays, decals,  
posters, etc. Technical articles concerning various  
facets of production as well as articles of more general  
nature specifically tailored to the needs of the in-  
dustry are featured. Department headings include:  
Readers' Service, Trade Association News, Materials  
and Equipment, Coming events, etc. Features cover  
a wide range of subjects including: production, cost  
analysis, administration, design and layout, case  
histories, etc.

## World-Wide Printer

A North American Publishing Co. Publication  
Media Code 7 680 6899 1.00  
Published 6 times a year by North American Pub-  
lishing Co., 401 N. Broad St., Philadelphia, Pa.  
19108. Phone 215-574-9600.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
WORLD-WIDE PRINTER reports on international  
developments in technical, mechanical, equipment,  
and engineering systems used by printers, book  
manufacturers, business forms manufacturers, news-  
paper printers, packaging houses and paper con-  
verters. In a year the editorial content would be  
roughly 30% new equipment and systems; 30%  
analysis of existing machines and procedures and  
their adaptations under differing national condi-  
tions; 20% general news of events in the entire  
graphic arts situation in the world; and 20% de-  
tailed answers to technical problems, questions,  
raised by readers. Rec'd 2/14/79.

# PACKAGING MANUFACTURERS Paperboard

## Boxboard Containers

A Maclean-Hunter Publication



Media Code 7 610 1500 7.00  
Published monthly by Maclean-Hunter Publishing Corp., 300 W. Adams, Chicago, Ill. 60606. Phone 312-726-2802

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
**BOXBOARD CONTAINERS** is edited for senior management and production executives in the box-making industry. Editorial features consist of first-hand reports and interviews on what progressive companies and executives are doing in the development and utilization of new ideas that can lead to greater productivity and profitability. Approximately one-third of Boxboard Containers editorial content is devoted to industry news and brief new product stories. Rec'd 9/5/78.

## Package Printing

A North American Publishing Co. Publication

(This is a paid duplicate of the listing under Classification No. 118.)



Media Code 7 610 4250 6.00  
Published monthly by North American Publishing Co., 401 N. Broad St., Philadelphia, Pa. 19109. Phone 215-574-9600.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
**PACKAGE PRINTING** is edited for the combined package printing fields, dealing editorially with flexography, gravure, and offset, along with the diecutting finishing process—information concerns those that produce flexible packaging, printed specialties, tags and labels, folding cartons and corrugated containers. Articles deal with management, production and techniques, as well as products pertinent to package printing. Also included are "how-to" articles, plant operation stories, management topics, problems and solution reports, new product news and developments. Rec'd 5/24/77.

## Paperboard Packaging

A Magazines for Industry Publication



Media Code 7 610 4500 4.00  
Published monthly by Magazines For Industry, Inc., 777 Third Ave., New York, N. Y. 10017. Phone 212-838-7778. Cable GCSOWPCB. Telex No. 620408.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
**PAPERBOARD PACKAGING** demonstrably serves the spectrum of the paperboard converting industry with its balanced feature and news coverage of the corrugated container, folding carton, paperboard mill, rigid box, and converted board products fields. It presents information in reportorial and interpretive form to corporate management, production management, sales/marketing, research and development, engineering and the various other positions in both operating and administrative management.

## Paper, Film and Foil Converter

A Maclean-Hunter Publication



# mcc

Media Data Form

Media Code 7 610 6000 3.00  
Published monthly by Maclean-Hunter Publishing Corp., 300 West Adams St., Chicago, Ill. 60606. Phone 312-726-2802.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
**PAPER, FILM & FOIL CONVERTER** communicates information to converters (fabricators) of paper, paperboard, film and foil products to help them improve their operations, control costs and earn satisfactory profits. Readers are managers with administrative, production, technical and marketing functions who serve the packaging and other end-use industries. Feature articles present new developments in the printing, coating laminating, forming, extruding and cutting processes; they cover case histories, plant operations, marketing trends, governmental regulations and environmental concerns. Monthly departments help solve day to day problems; report industry news, new machinery and equipment, new materials and new product ideas. Rec'd 4/19/79.

## Good Packaging



Media Code 7 615 1200 3.00  
 Published monthly by Pacific Trade Journals, Inc.,  
 1315 E. Julian St., San Jose, Calif. 95116. Phone  
 408-290-1661  
 For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**GOOD PACKAGING** is edited for the packaging industry, principally in the 13 Western States. Editorial features include improvements and innovations in packages, packaging machinery, packaging materials and suppliers and other packaging services. Departments include: Machinery and Products, Company Trade Literature, News Briefs and Personalities. Rec'd 9/29/77.

## Modern Packaging

A Morgan-Grampian Publication



Media Code 7 615 2000 9.00  
 Published monthly by Morgan-Grampian Publishing Co., 2 Park Ave., New York, N. Y. 10016. Phone 212-340-9700. Telex: 42 55 92.  
 For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**MODERN PACKAGING** is edited for professional packagers who plan and implement the packaging of their companies' products. The editorial objective is to interrelate the many facets of packaging with the executive's primary duties. Reflecting the variety of these roles, editorial content covers research, engineering, design, management, testing, production, marketing and the sociopolitical factors affecting the packaging function. In addition to interpretative articles, news and trends are also covered in 10 editorial departments: dates/places, free literature, latebreak, laws/rulings, marketplace, outlook, plants/people, packaging activity/price indexes, Q&A (questions and answers), and showcase. Rec'd 5/3/76.

## Package Development & Systems



Media Code 7 615 3800 8.00  
 Published bimonthly by Scarborough Publishing Co., Ltd., P. O. Box 2250, Briarcliff Manor, N. Y. 10510. Phone 914-911-4891.

**PUBLISHER'S EDITORIAL STATEMENT**  
**PACKAGE DEVELOPMENT & SYSTEMS** is edited for technically minded packaging professionals who are responsible for the development and implementation of packaging for new products, the improvement of existing packaging and the supporting packaging machinery systems. Editorial purpose is to provide information that will help improve packaging efficiency both on the packaging line and in the market place through the application of scientific and engineering principles. Supporting departments include New Developments, Overview Books, Timesavers, Standards, Testing, Basics and Literature. Rec'd 6/9/76.

## Package Engineering

A Cahners Publication



Media Code 7 615 4000 4.00  
 Published monthly by Cahners Publishing Co., div. of Reed Holdings, Inc., 5 S. Wabash Ave., Chicago, Ill. 60603. Phone 312-372-6880. TWX 910-221-3074.  
 For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**PACKAGE ENGINEERING** provides information about developments and interprets those developments in terms of what those in the various functions of packaging need to know. Editorial content includes News and Trends, New Package News, Plant-of-the-Month, State-of-the-Art reports, as well as New Product News and feature articles covering developments in the spectrum of packaging. The Annual Buyers Guide, published as the regular October issue, includes indexes, listings and cross references to help readers identify and locate suppliers of packaging machinery, packages, containers, packaging materials, and packaging supplies. Rec'd 11/26/77.

## Packaging Digest

A Delta Communications Inc. Publication



Media Data Form

Media Code 7 615 5200 9.00  
 Published monthly by Delta Communications Inc., 400 N. Michigan Ave., Suite 1216, Chicago, Ill. 60611. Phone 312-222-2000.  
 For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**PACKAGING DIGEST** is edited for those in the packaging industry responsible for industrial and consumer packaging evaluation, specification, purchase, design, engineering, R&D, and line production. In a year, **PACKAGING DIGEST** will report on new and improved product ideas and developments in packaging machinery; controls and instruments; paper, plastic, glass, wood, metal and flexible containers; closures; component materials including chemicals, plastics, adhesives, labels, tape, inks, etc.; and related machinery and equipment. Rec'd 7/2/74.

PAPER

**Paper Age**

Media Code 7 625 2000 5.00

Published monthly by Business Press, Inc., 101 West St., Hillsdale, N. J. 07642. Phone 201-664-7525.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**

**PAPER AGE** is edited for management, marketing, technical and operational personnel of pulp and paper mills and their converting operations. It is a tabloid publication emphasizing news in format and content. Coverage includes the many interests of paper industry, from the latest in process techniques and equipment, to financial affairs, and news of plans for construction and/or installation of new production capacity.

**Paper Trade Journal**

A Vance Publication



Media Code 7 625 3800 7.00

Published twice a month by Vance Publishing Corp., 133 East 58th St., New York, N. Y. 10022. Phone 212-755-5400.

Member: Second Class Mail Publications, Inc.  
For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**

**PAPER TRADE JOURNAL** is edited primarily for supervisory and management personnel in paper and pulp mills; secondarily for the same functions in converting operations. They range from executive through operating, technical, engineering and maintenance group heads and their immediate assistants. 50% of the editorial content consists of technical and production methods articles which are aimed to help the industry produce better products at a greater profit. Editors hold engineering degrees and have from 2 to 10 years of mill production experience. Features include industry news, prices, figures, trends; new and improved equipment and chemicals.

**PIMA**

Media Code 7 625 4500 2.00

Published monthly by PIMA (Paper Industry Management Association), 2400 E. Oakton, Arlington Heights, Ill. 60005. Phone 312-956-0250.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**

**PIMA** contains articles on current management and production problems, innovations, market development and sales. Special features include new product, equipment, material reviews and manufacturers' literature; personnel changes in executive and mill positions and in the supplier's field; coming industry events; and PIMA association news. Rec'd 10/1/76.

**Pulp & Paper**

A Miller Freeman Publication

**mcc****Media Data Form**

Media Code 7 625 5400 4.00

Published monthly (except in November) by Miller Freeman Publications, 500 Howard St., San Francisco, Calif. 94105. Phone 415-397-1881.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**

**PULP & PAPER** is edited for the pulp, paper and paperboard manufacturing industry, and the production, harvesting and handling aspects of the pulpwood industry. It is editorially responsible for providing management with current news, interpreting industry trends, and providing supervisory, production and technical personnel with up-to-date information on new methods and equipment in use and on the drawing boards. Its editorial content is specifically directed toward management, supervisory, production and technical personnel in the pulp, paper and paperboard manufacturing industry.

**Southern Pulp and Paper Manufacturer**

An Abernethy Publication



Media Code 7 625 5800 5.00

Published monthly (semimonthly in October) by Ernest H. Abernethy Publishing Co., Inc., 75 Third St., N. W., Atlanta, Ga. 30308. Phone 404-881-6442.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**

**SOUTHERN PULP AND PAPER MANUFACTURER** is edited for those in the pulp, paper, and paperboard manufacturing industry in the United States. News articles report on development and technical aspects of new materials, equipment, processes and engineering systems to manufacturing problems generally; reports of statistics, expansions, personnel movements, management and business news. Rec'd 7/2/74.

(cont.)

**Tappi**  
**VBPA**  
**mcc**  
**Media Data Form**

Official publication of:

Technical Association of the Pulp and Paper Industry

Media Code 7 625 6000 1.00

Published monthly by the Technical Association of the Pulp and Paper Industry, 1 Dunwoody Pk., Atlanta, Ga. 30338. Phone 404-394-6130.

For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**

TAPPI is edited for the management and technical personnel in the pulp, paper, paperboard, and converting industries. It contains information on scientific and engineering developments and is intended to further the application of the sciences in the paper industry, and to encourage research and the exchange of ideas. Articles report on management practices, process design and development, product research and development, and on original research. Special features include reviews, new products, new literature, industry news, TAPPI technical committee reports and projects. Rec'd 1/30/74.

## PLASTICS &amp; Composition Products

## Plastics Engineering



Official publication of:  
Society of Plastics Engineers, Inc.  
Media Code 7 655 2625 6.00  
Published monthly by the Society of Plastics Engineers, Inc., 656 W. Putnam Ave., Greenwich, Conn. 06830. Phone 203-661-4770.  
For shipping info., see Print Media Production Data

**PUBLISHER'S EDITORIAL STATEMENT**  
PLASTICS ENGINEERING is edited for technically oriented executives and engineers engaged in production, design, research, development and marketing of plastic materials, plastics processing equipment and plastic products. Regular feature articles cover processing, design and materials. Technical papers in the field of plastics are also published in Plastics Engineering for members of the Society of Plastics Engineers and other plastics readers. Rec'd 3/26/79.

Plastics Machinery  
& Equipment

An Industry Media Publication

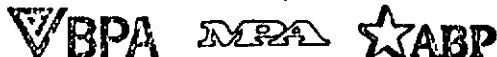


Media Code 7 655 2750 2.00  
Published monthly by Industry Media, Inc., Executive & Editorial offices: 1120 E. 17th Ave., Denver, Colo. 80218. Phone 303-832-1022.

**PUBLISHER'S EDITORIAL STATEMENT**  
PLASTICS MACHINERY & EQUIPMENT is edited to provide technical information and industry news for those who select and buy plastics processing machinery and equipment in U. S. captive and custom processing operations, as well as for those who manufacture plastics processing machinery, equipment and molds. Subjects covered include design, operation and maintenance of processing equipment and molds; processing technology; new products; industry news and calendar of events. Rec'd 7/24/75.

## Plastics Technology

A Bill Communications, Inc. Publication



Media Code 7 655 3000 1.00  
Published monthly by Bill Communications, Inc., 699 Third Ave., New York, N. Y. 10017. Phone 212-936-4800.

For shipping info., see Print Media Production Data.  
**PUBLISHER'S EDITORIAL STATEMENT**  
PLASTICS TECHNOLOGY is edited for people concerned with any aspect of manufacturing plastics products. Written for engineering and technical people ranging from supervisory level through technical management at custom, proprietary and captive processor plants; and process engineers in end-user plants. Editorially concerned with keeping the manufacturing people informed on machinery, including injection molding and extrusion, auxiliary equipment, resins, chemicals and additives, and achieving maximum productivity. Covers developments in plastics processing techniques, machinery and equipment, materials and compounding ingredients and applications. Rec'd 7/21/75.

## Plastics World

A Cahners Publication



Media Code 7 655 4000 0.00  
Published monthly by Cahners Publishing Co., div. of Reed Holdings, Inc., Cahners Bldg., 221 Columbus Ave., Boston, Mass. 02116. Phone 617-536-7780. TWX 710-321-0632.  
For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
PLASTICS WORLD is written for individuals at plants that process plastics. Plastics World contains news and feature articles on the major aspects of processing plastics products including research and development, engineering and design, manufacturing, marketing and managing. Plastics World also provides basic information on developments in materials, methods, applications, prices and economic trends. Rec'd 3/1/77.

Plastics World 1980  
Suppliers Reference File

A Cahners Publication



Media Code 7 655 4600 7.00  
Published annually by Cahners Publishing Co., div. of Reed Holdings, Inc., Cahners Bldg., 221 Columbus Ave., Boston, Mass. 02116. Phone 617-536-7780; TWX 710-321-0623.

For shipping info., see Print Media Production Data. For basic information on the following numbered segments 1-2-3-14-15, see Plastics World listing.

**PUBLISHER'S EDITORIAL STATEMENT**  
PLASTICS WORLD 1980 SUPPLIERS REFERENCE FILE is a buyers reference compiled for individuals who process plastics or design plastics materials into their products. The Reference File contains a complete listing of suppliers of Plastics Materials, Additives, Machinery and Auxiliary Equipment. These listings are indexed by product category. They show the products manufactured as well as the companies supplying these products. Rec'd 4/22/77.

REPRODUCTION: Inplant &amp; Commercial

## In-Plant Printer

An Innes Publishing Company Publication



Media Code 7 725 1412 1.00

Published bimonthly by The Innes Publishing Co.,  
910 Skokie Blvd., Northbrook, Ill. 60062. Phone  
312-564-5940.

### PUBLISHER'S EDITORIAL STATEMENT

IN-PLANT PRINTER is edited for the management and personnel of company, institutional and government printing departments. Articles present "how to" data, usually within the framework of actual case histories. Each issue concentrates in particular on a major aspect of in-plant printing; e.g. copy preparation, camera work, platemaking, presswork and finishing operations. Regular departments include: In-Plant Management, Word Processing, Presswork Clinic, Prepress Methods, Graphic Techniques, Industry News, Paper Supply, New Products, New Literature and Printers' Bookshelf. Rec'd 6/20/78.

## Plan And Print



Media Code 7 725 2400 5.00

Published 12 times a year by International Repro  
Graphic Blueprint Association, 10116 Franklin  
Ave., Franklin Park, Ill. 60131. Phone 312-671-  
5354

For shipping info., see Print Media Production Data.

### PUBLISHER'S EDITORIAL STATEMENT

PLAN AND PRINT encompasses the phases and aspects of graphic communications systems management and reports on methods, techniques, operations and technical processes and equipment. Special issues include annual conventions of the International Repro Graphic Blueprint Association and the American Institute for Design & Drafting; techniques of reproduction including offset, microfilm, diazo, photography, electrostatics; the many areas of design and drafting, and related management. Rec'd 9/22/75.

## Reproductions Review & Methods

A North American Publishing Co. Publication



Media Code 7 725 4800 4.00

Published monthly by North American Publishing  
Co., 401 N. Broad St., Philadelphia, Pa. 19108.  
Phone 215-574-9600.

For shipping info., see Print Media Production Data.

### PUBLISHER'S EDITORIAL STATEMENT

REPRODUCTIONS REVIEW & METHODS is edited for in-plant printing and communications. Its features and news cover offset printing, duplicators, copiers, word processing, micrographics, binding systems, engineering reprographics, redrafting and related subjects. Also contains articles on in-plant printing market: offset presses, paper, ink, and new products. Rec'd 5/6/77.

## OFFICE PRODUCTS

## MARKING INDUSTRY

Media Code 7 590 3200 6.00  
Published monthly by Marking Devices Publishing,  
666 N. Lake Shore Dr., Suite 548, Chicago, Ill.  
60611. Phone 312-943-1300.

For shipping info., see Print Media Production Data.

## PUBLISHER'S EDITORIAL STATEMENT

MARKING INDUSTRY is edited solely for those firms engaged in the manufacture and/or sales of marking products; i.e., rubber stamps and dies; steel stamps and dies; engraved plates, plastic or metal; buttons and badges; seals and embossers; stencils; marking inks and pens, and kindred products. Recipients are owners or managers. Editorial covers new products, MDA association meetings, sales and management methods, industry news by field correspondents, and new literature.

## Office Products

A Hitchcock Publication



Media Code 7 590 4400 1.00

Published monthly by Hitchcock Publishing Co., a subsidiary of American Broadcasting Companies Inc., Hitchcock Bldg., Wheaton, Ill. 60187. Phone 312-665-1000. Telex: 72-0404.

For Shipping Info., see Print Media Production Data.

## PUBLISHER'S EDITORIAL STATEMENT

OFFICE PRODUCTS is a merchandising and marketing oriented publication edited for independent office products dealers. Editorial emphasis is on merchandising methods and techniques, administrative and management practices and selling and sales training procedures. Feature articles are generally an interpretation of industry trends or an investigative analysis of new developments, methods or problems in the industry. The publication also serves as a forum for open discussion of industry questions. Studies and evaluations of the market, by product categories, are also offered. Departments include a review of new products, new manufacturers' promotional material, new literature and catalogs and a report on the latest industry news. Rec'd 2/19/79.

## Office Products News

A United Technical Publication

(This is a paid duplicate of the listing under Classification No. 103A.)



Media Code 7 590 5600 5.00

Published monthly by United Technical Publications, Division of Cox Broadcasting Corp., 645 Stewart Ave., Garden City, N. Y. 11530. Phone 516-222-2500.

## PUBLISHER'S EDITORIAL STATEMENT

OFFICE PRODUCT NEWS is edited for corporate executives, administrators, systems analysts and purchasing agents whose job responsibilities include the specification and purchase of office products and systems. The editorial covers the range of office products and systems—from paper clips to main-frame computers—and includes information on the availability, selection and application of these products. Rec'd 7/23/79.

## Office World News

A United Technical Publication



Media Code 7 590 5800 1.00

Published twice a month (except monthly Aug. and Dec.) by United Technical Publications, Division of Cox Broadcasting Corp., 645 Stewart Ave., Garden City, N. Y. 11530. Phone 516-222-2500.

## PUBLISHER'S EDITORIAL STATEMENT

OFFICE WORLD NEWS is edited for retailers of office machines, furniture and supplies. Emphasis is on in-depth news stories about office products dealers, manufacturers, wholesalers and industry groups. Subjects covered include product introductions, major new marketing programs, association activities, major personnel changes, legislation, and other topics that directly affect office products retailers. Regular editorial departments include New Products, People in the News, Business Highlights, Dealer Specials and P.O.P. Displays. Rec'd 7/20/79.

## Pacific Stationer &amp; Office Outfitter

An Allen-Pacific Publication

Media Code 7 590 6000 7.00

Published monthly by Allen-Pacific Company, 41 Sutter St., San Francisco, Calif. 94104. Phone 415-986-4323.

For shipping info., see Print Media Production Data.

## PUBLISHER'S EDITORIAL STATEMENT

PACIFIC STATIONER & OFFICE OUTFITTER is edited for retailers and wholesalers of office supplies, machines, furniture, and social stationery products in the 13 Western States. It is a news-oriented merchandising magazine with primary editorial emphasis on people, events, trends, activities, new products and promotions, and newsworthy happenings in the marketplace affecting the business lives and profits of stationery and office product dealers in the West. Editorial perspective includes sectional news roundup, conventions and shows with pictorial coverage, plus feature columns on Western travelers club activities. Rec'd 1/9/75.

## Southern Office

Media Code 7 590 6400 9.00

Published monthly by Market/Show Publications, Inc., Suite 1010, Money Bldg., 1655 Peachtree St., N.E., Atlanta, Ga. 30309. Phone 404-872-3989.

## PUBLISHER'S EDITORIAL STATEMENT

SOUTHERN OFFICE is edited for independent retailers and wholesalers of stationery, office supplies, furniture and equipment. Its editorial content consists primarily of practical articles, based on actual case histories, to help dealers improve their own business operations in such fields as store modernization, sales training, development of new markets, product displays, increasing inventory turnover, improving profits, expanding product lines. Departments include a review of new products, dealer aids, and news items of general interest to the trade.

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## OFFICE PRODUCTS (cont.)

## Southern Stationer and Office Outfitter

An Abernethy Publication

Media Code 7 590 6800 0.00

Published monthly by Ernest H. Abernethy Publishing Co., Inc. 75 Third St., N. W., Atlanta, Ga. 30308. Phone 404-881-6442.

For shipping info., see Print Media Production Data.

### PUBLISHER'S EDITORIAL STATEMENT

**SOUTHERN STATIONER & OFFICE OUTFITTER** is edited for Southeastern and Southwestern office products dealers, 95% of which sell furniture; 94% supplies; 64% machinery; and 55% sell or do printing. Editorially, its contents are made up of instructive articles by expert analysts on EDP, advertising, sales management, and other management functions; true dealer stories about the solution of some pertinent problem or situation that the dealer may face; business news gathered and edited that is of interest to the industry; regular monthly features on new merchandise introduced by manufacturers, merchandising aids and ideas for better sales, and changing personnel in the industry with whom the dealer comes in contact.

### TYPEWORLD

(This is a paid duplicate of the listing in Classification No. 118.)

Media Code 7 590 6899 2.00

Published monthly by Blum Publications, 15 Oakridge Circle, Wilmington, Mass. 01887. Phone 617-658-6876.

For shipping info., see Print Media Production Data.

### PUBLISHER'S EDITORIAL STATEMENT

**TYPEWORLD** contains news articles and tutorial information on the application and development of word processing and typesetting devices, systems and peripherals. In a year, editorial content covers new equipment (26%); installations (9%); personnel (8%); important events (6%); tutorial information (31%); and other topics (20%). Special features include: comparison charts, book review, meeting reports and special editorial columns. TypeWorld editorial is specifically directed at the user (or potential user) of word processing and automated photographic typesetting equipment. Rec'd 1/13/78.

The following sections profile some annual directories and special publications which could be used in conjunction with monthly magazines. They are classified by categories corresponding to the publications list.

ANNUAL DIRECTORIES  
Packaging Manufacturers

**Official Container  
Directory**

A Magazine For Industry, Inc., Publication  
Media Code 7 610 4000 5.00  
Published semiannually Spring and Fall, by Magazines For Industry, Inc., 777 Third Ave., New York, N. Y. 10017. Phone 212-838-7778. Cable: GUSSOWPUB. Telex No. 620408  
For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
**OFFICIAL CONTAINER DIRECTORY** lists sources of supply, plants and equipment in the Paperboard Packaging marketplace. It is edited for package buyers, paperboard converters and paperboard mills. Industries are in sections (corrugated/solid fibre containers, folding cartons, rigid boxes, fibre cans & tubes, fibre drums) showing companies, plants, equipment, officers and style of containers. Included are a Buyer's Guide section (equipment, materials and services for the industry) and a Packaging and Shipping Machinery Guide.

ANNUAL DIRECTORIES  
Printing and Printing Processes

**GRAPHIC ARTS GREEN BOOK**

Media Code 7 680 1550 5.00  
Published annually by A. F. Lewis & Co., Inc., 15 Spinning Wheel Rd., Hinsdale, Ill. 60521. Phone 312-323-9777.

**PUBLISHER'S EDITORIAL STATEMENT**  
**GRAPHIC ARTS GREEN BOOK** is a directory and buyers guide for Illinois, Indiana, Michigan, and Wisconsin, edited for purchasers of paper, ink, printing machinery and accessories, rollers, film, plates, printing, typesetting, book-binding, mounting and finishing, and specialties such as engraving, thermography, business forms, screen printing, labels. It contains classified listings of graphic arts products and services, and a geo-alpha listing of printers and lithographers. Each company listing contains name, address, phone, executives, and product specialties or services. There is also an alphabetical index by company name to the over 9,000 listings. Rec'd 5/18/79.

**PRINTING TRADES BLUE BOOK**

**mcc**

**Media Data Form**

Media Code 7 680 5200 3.00  
Published in 4 editions (New York edition annually and Northeastern, Southeastern, and Delaware Valley-Ohio editions biennially in alternate years) by A. F. Lewis & Co., Inc., 79 Madison Ave., New York, N. Y. 10016. Phone 212-679-0770.

**PUBLISHER'S EDITORIAL STATEMENT**  
**PRINTING TRADES BLUE BOOK** is a directory and buying guide for purchasers of paper, ink, printing machinery and accessories, rollers, printing plates, typesetting, bookbinding, mounting and finishing, etc. specialties such as engraving, thermography, business forms, silk screen, labels. Each edition contains four sections: a "Where-to-Buy-It" guide classified listing of equipment, supplies and services, with addresses and telephone numbers of local suppliers; a general directory of printers and suppliers in the area, listing executives, year established and product specialties; an index by company name to page numbers for all listings and service advertisements; and a paper section listing merchant sources of supply for mill and private brands of printing and writing paper. Rec'd 4/19/79.

# ANNUAL DIRECTORIES Paper

## AMERICAN PAPER CONVENTION DAILY

Media Code 7 625 0200 3.00

Published daily during NPTA convention by Advertisers and Publishers Service, Inc., P. O. Drawer 795, 300 N. Prospect Ave., Park Ridge, Ill. 60068. Phone 312-823-3145.

### PUBLISHER'S EDITORIAL STATEMENT

AMERICAN PAPER CONVENTION DAILY is a specialized publication edited for NPTA convention. Its editorial content deals with convention activities, such as programs, meetings, personnel attending, products exhibited, new developments and announcements, etc.

## Lockwood's Directory of the Paper and Allied Trades

A Vance Publication

Media Code 7 625 1600 3.00

Published annually by Vance Publishing Corp., 133 East 58th St., New York, N. Y. 10022. Phone 212-755-5400.

### PUBLISHER'S EDITORIAL STATEMENT

LOCKWOOD'S DIRECTORY lists paper and pulp mills, converters and paper merchants in the U. S. and Canada, names and titles of executives, types of paper and board produced and converted, equipment and capacity, watermarks and brands of paper and paper products. Also equipment and supplies vendors, technical services and trade associations. Editorially directed to buyers in mills, paper merchants, converters, publishers, and printers, for use in such diverse functions as communications, corporate planning, market research, sales and purchasing, traffic management, economic forecasting, insurance and investment projections, personnel recruiting, management consulting, association activity, exporting.

## Paper Age Convention Daily

A Walden-Mott Publication

Media Code 7 625 2600 2.00

Published every morning during the API, TAPPI and NPTA conventions by Walden-Mott Corp., 466 Kinderkamack Rd., Oradell, N. J. 07649. Phone 201-261-2630.

### PUBLISHER'S EDITORIAL STATEMENT

PAPER AGE CONVENTION DAILY is a tabloid newspaper covering the annual conventions of three national paper associations. Edited for executive, managerial, technical and sales personnel of paper mills, converters, merchants and mill supply firms. Reported are: Convention and concurrent exhibit activities, new developments, processes, equipment, products and merchandising plans. Special feature: roster of delegates in attendance showing rooms and booth numbers. Rec'd 6/28/73.

## Paper Year Book, The

A Harcourt Brace Jovanovich Publication

Media Code 7 625 4400 5.00

Published annually by Harcourt Brace Jovanovich, Inc., 757 Third Ave., New York, N. Y. 10017. Phone 212-588-3300.

Production Office: 120 W. Second St., Duluth, Minn. 55802. Phone 218-727-8511.

For basic information on the following numbered listing segments 2-3, see Paper Sales listing. For shipping info., see Print Media Production Data.

### PUBLISHER'S EDITORIAL STATEMENT

THE PAPER YEAR BOOK is a directory of information about paper and paper products and the markets for them, offered in a hardbound volume of some 600 pages. Developments in the trade of the previous year are reviewed in the opening section, followed by separate sections describing important product lines of printing paper, industrial paper and non-paper lines (such as twine and equipment items) plus military packaging specifications. Additional sections include lists of paper markets, tables and charts of information of interest to paper salesmen, an index to all products described and an alphabetical list of suppliers with addresses.

## PIMA CONFERENCE DAILY

A PIMA Publication

Media Code 7 625 4600 0.00

Published each morning during the annual International Management Conference conducted by the Paper Industry Management Association, 2400 E. Oakton, Arlington Heights, Ill. 60005. Phone 312-956-0250.

(cont.)

Bentley, Barnes and Lynn, Inc./303 East Ohio/Chicago, Illinois 60611/(312) 467-9350

# ANNUAL DIRECTORIES Paper (cont.)

## Pulp & Paper Buyers Guide

A Miller Freeman Publication



Media Code 7 625 5500 1.00  
Published annually by Miller Freeman Publications,  
Inc., 500 Howard St., San Francisco, Calif. 94105.  
Phone 415-307-1881.

For basic information on the following numbered  
listings, 3, 4, and 15, see PULP & PAPER listings.

**PUBLISHER'S EDITORIAL STATEMENT**  
PULP & PAPER BUYERS GUIDE is a catalog  
directory edited for those responsible for specify-  
ing equipment, chemicals and services used in  
the pulp and paper industry. P&PBG consists of  
seven sections: Guide lines to selection & application  
section, Directory of equipment & supplies, Directory  
of chemicals, Directory of technical & consulting  
services, Directory of trade names, Directory of  
company names, and Industry data section. Rec'd  
3/24/75.

## TAPPI Convention News

Media Code 7 625 6050 6.00  
Published annually by Innes Publishing Co., 910  
Skokie Blvd., Northbrook, Ill. 60062. Phone 312-  
564-5940.

**PUBLISHER'S EDITORIAL STATEMENT**  
TAPPI CONVENTION NEWS contains news items  
pertaining to the meetings and exhibits of the  
Technical Association of the Pulp and Paper Indus-  
try. It also contains a listing of who is attending  
the convention and their hotel location. It announces  
new products and procedures that are being demon-  
strated at the convention. It carries a layout of the  
convention floor. Rec'd 7/22/76.

## WALDEN'S ABC GUIDE AND PAPER PRODUCTION YEARBOOK

A Walden-Mott Publication  
Media Code 7 625 6200 7.00  
Published annually by Walden-Mott Corp., 466  
Kinderkamack Road, Oradell, N. J. 07649. Phone  
201-261-2630 N. Y. Phone 212-966-1770.

**PUBLISHER'S EDITORIAL STATEMENT**  
WALDEN'S ABC GUIDE & PAPER PRODUCTION  
YEARBOOK is a buying guide, for those responsible  
for purchasing in the paper industry. The contents  
include the name, address, personnel, equipment,  
branch offices, etc., of paper manufacturers and con-  
verters in the United States and Canada. Also in-  
cluded is a classified section of paper items plus a  
listing of paper distributors in United States and  
Canada. A listing of paper & pulp mill suppliers is  
also included as well as a section showing Trade  
Associations.

## PIMA Pulp and Paper Mill Catalog

A PIMA Publication

Media Code 7 625 5000 2.00

Published annually by Paper Industry Management  
Association, 2400 E. Oakton, Arlington Heights,  
Ill. 60005 Phone 312-956-0250.

**PUBLISHER'S EDITORIAL STATEMENT**  
PIMA PULP & PAPER MILL CATALOG is pro-  
duced for mill operating management to provide  
a source of reference where machinery, equipment,  
raw materials and chemical manufacturers may list  
their products for the pulp and paper manufacturing  
industry and provides specific sales information on  
these products to assist the prospective buyer. The  
Engineering Handbook section contains practical en-  
gineering and chemical data useful to the mill man.  
Distribution is to U. S. and Canadian mill personnel  
designated by the individual mill.

## ANNUAL DIRECTORIES Office Products

### NOMDA SPOKESMAN

Official Publication of:  
National Office Machine Dealers Association  
Media Code 7 590 3600 7.00  
Published 11 times a year by the National Office  
Machine Dealers Assn., 1510 Jarvis Ave., Elk  
Grove Village, Ill. 60007. Phone 312-593-3270.

**PUBLISHER'S EDITORIAL STATEMENT**  
The NOMDA SPOKESMAN disseminates information relating to the office equipment industry, and to the development of professional managerial skills. Rec'd 11/6/78.

## NOPA Convention Report

Media Code 7 590 3650 2.00  
Published annually by the National Office Products  
Association, 301 N. Fairfax St., Alexandria, Va.  
22314. Phone 703-549-9040.

**PUBLISHER'S EDITORIAL STATEMENT**  
NOPA CONVENTION REPORT is the delegate's official guide to the NOPA Convention and Exhibit. It reports the time, place and nature of convention events, and lists exhibitors and their booth numbers with a floor plan of the exhibit area. There is also a section on new products shown for the first time. The exhibit edition of CONVENTION REPORT is accompanied by supplemental news and a separate pocket-sized Exhibit Guide for quick reference on the exhibit floor. Rec'd 1/21/78.

## NOPA Special Report



Media Code 7 590 4100 7.00  
Published 5 times a year by the National Office  
Products Association, 301 N. Fairfax St., Alex-  
andria, Va. 22314. Phone 703-549-9040.  
For shipping info., see Print Media Production Data.

**PUBLISHER'S EDITORIAL STATEMENT**  
NOPA SPECIAL REPORT is edited for members of the National Office Products Association. Special Report is published for retailers who sell office supplies, furnishings and machines and for those in positions of responsibility for operating retail outlets. Emphasis is on in-depth reporting on varied aspects of a single topic. Editors and recognized authorities interpret trends in management, marketing, government relations and data processing of interest to retailers, wholesalers and manufacturers in the industry. Special features include: Industry Trend, a section on current changes and developments in the industry, and Dealer Dialogue. Rec'd 7/22/74.

## NOPA Membership Directory & Buyers' Guide

Media Code 7,590 3800 3.00

Published annually by the National Office Products  
Association, 301 N. Fairfax St., Alexandria, Va.  
22314. Phone 703-549-9040.

**PUBLISHER'S EDITORIAL STATEMENT**  
NOPA MEMBERSHIP DIRECTORY & BUYERS'  
GUIDE is edited by the editors of Special Report  
to the Office Products Industry and NOPA Con-  
vention Report for members of the National Office  
Products Association. It is a reference book contain-  
ing both alphabetical and geographical listings of  
member retailers, wholesalers and travelers with their  
addresses, telephone numbers and company officers.  
Manufacturer members are listed alphabetically with  
addresses, telephone numbers and personnel. THE  
DIRECTORY also contains a Buyers' Guide, or cross-  
reference listing of manufacturers by commodities.  
Finally, complete details are provided about NOPA  
itself, its services and publications and the names  
of its officers and staff.

**General Information:**

Advertising designed for pre-show publicity should run in March 1980 publications. The deadlines for space reservations and/or advertising production materials such as plates, film and veloxes, are as early as mid-January 1980. The majority, however, are on or about February 1, 1980.

Advertising charges for black and white advertisements in the various publications vary in price. There are additional charges for extra colors and any special position requested.

Selection of publications to be used is determined by any combination of several factors. Among these factors are the advertising space cost, the position and reputation of the publication within its industry, the editorial content and circulation along with an analysis of the readers of the publication. Another factor considered among the selection criteria is the cost per thousand. This is designed to show the cost of reaching one thousand readers with a black and white advertisement in any given publication.

To calculate this cost, the space charge for a black and white advertisement is divided by the number of thousand readers. For example, a publication with a circulation of 80,000 has a black and white advertising rate of \$2,200. The cost per thousand readers of that publication is:

$$\$2,200. \div 80 = \$27.50$$

or \$27.50 per thousand readers.

The cost per thousand readers, although one tool for measuring the efficiency of using a publication, is by no means the sole criterion for selecting publications.

## IV. DIRECT MAIL MARKETING

These are the approximate current totals of the following classifications we should consider for pre-show and post-show mailings.

We will develop brochures to disseminate to the various groups who we wish to motivate, inform and sell products to.

Printers, lettershops	3,200
Printers	36,000
Printers, letterpress and screen	18,000
Printers, silk screen	3,700
Printing, publishing and allied industries	71,000
Executives in packaging industries	3,500
Executives in paper and allied industries	3,200
Executives in paper and pulp industries	3,800
Executives in printing/commercial	6,500
Executives in printing, publishing and allied industries	6,000
Paper product manufacturers	5,200
Printers supplies	2,500

The above list includes all of the industry classifications that we are trying to reach.

## V. AUDIO-VISUAL SLIDE PRESENTATION

The Italian Trade Commission is now opening a new section in Chicago specifically designed to cover this particular industry. Therefore, we feel it is of utmost importance that the Association have a handsome slide presentation available to those who visit this new section. It would also be used as a sales tool for potential customers in other cities.

## VI. BUDGET ALLOCATION BREAKDOWN FOR 1980\*

\$280,000,000 Lira = Approximately \$350,000 U.S. Dollars

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## 1. TRADE, BUSINESS &amp; INDUSTRIAL MAGAZINES, DIRECTORIES, AND ANNUALS

Including cost to produce advertisements (including layouts, design, artwork, photography, makeready, assembly, and the production of plates, film, veloxes, etc.)

\$275,000

## 2. DIRECT MAIL

Including cost to purchase lists, develop brochures, and production costs (as in the above for magazines) plus costs for printing, insertion into envelopes, affixing mailing addresses, postage, mail servicing, etc.

\$40,000

## 3. AUDIO/VISUAL

Cost of producing slide presentation to use after the Show to promote the Association, its members, its products, and its value to the U.S. graphics industry.

\$20,000

TOTAL.....\$335,000

This rough budget leaves enough advertising revenue for any special projects that may come up or for unexpected costs that are necessary to further the Association's goals.

\*All figures are approximate. When time permits we will outline everything in more detail, pick individual magazines, and select the appropriate mailing lists, etc.

## VII. BENTLEY, BARNES &amp; LYNN, INC.

## OUR PHILOSOPHY AND PROCEDURES.

We believe that our success is directly proportional to our clients' success. Therefore, all our efforts are directed towards the successful planning and implementation of our clients' marketing programs. Because there are no two completely identical marketing problems, we have no pat answers...but we do know how to get them. Our approach is to make believe that our clients' business is our own. We plan schedules and budgets as though we were spending our own money. We gear our creative strategy to evoke the type of physical and emotional response that we believe will best accomplish both long and short range goals.

We start each project as though we were neophytes. We listen to our client. We learn from him about his product or service, his history, his competition, his position in the market. We identify his goals and we try to identify any negative factors that may exist. Then we go to work. First we do our own independent research into your market...to learn about it from scratch and to see if our findings coincide with our clients' briefing. (There are frequently subtle but important variations. Quite often, success hinges on these simple differences in perception.) Next, we have a meeting between our Account Supervisor, Media and Research Directors, Creative Director (copy & art) and Production Manager (if required). If one of the above are not agency principals, one of the agency principals would also sit in. The problem is presented at this meeting and discussed in detail. Next, jobs are assigned and deadlines set for a presentation of recommendations and final discussions. A client representative may participate at his option.

By the time of the next meeting, every participant will have acquired a more in-depth understanding of the clients' business and will have definite ideas on how to best solve the problem at hand. Each will make his preliminary report. Arguments, ideas and strategies will be discussed at length, until a final program is agreed upon. The agency principal involved will not approve final plans, until he is satisfied with it's logic and likelihood of success. Our final comprehensive presentation to our client includes a statement of the logic used in formulating the program, along with a tabulation of research figures such as demographics, ratings, circulation, CPM's, etc. Layouts, copy, etc. are also presented at this time. This final program is what we would do if we were in our clients' shoes.

This is generally the way we operate. The amount of client input may vary, but the final recommendations are ours. And we'll stand behind them.

The fact that we take this proprietary interest in all our accounts may be a bit unusual, but it works. Our clients have done well and so have we. We rarely lose an account for reasons other than a change in management or ownership, and about 90% of all our new business comes from recommendations and people with whom we've previously done business. Our billings have grown steadily and our clients are successful and happy...What more can an agency ask for? Very simple, more successful clients!

VIII. BENTLEY, BARNES & LYNN, INC.  
AGENCY PROFILE

Bentley, Barnes & Lynn, Inc. is a Chicago-based, full service advertising agency established in 1957. Our experience runs the gamut of marketing and advertising for virtually every type of client in every type of media (Print, Radio, TV, Outdoor, Direct Mail, Trade).

At our current pace, our 1979 billings will be approximately \$32,000,000.00.

PRINCIPALS: Peter Postelnek, President  
Merrill Litow, Secretary-Treasurer  
Paul Oleff, Executive Vice President  
Agostino Unti, Jr., Vice President  
Samuel Conforti, Vice President

We have 123 full-time employees.

Creative (Art) .....	19	Account Executives.....	12
Creative (Copy).....	10	Media.....	11
Research.....	5	Production.....	13
Marketing.....	4	Accounting.....	10
Account Service.....	30	Miscellaneous.....	9

We invite you to check our references both financially and professionally with all or any of the following:

The Chicago Tribune	The Wall Street Journal
The Chicago Sun-Times	CBS-TV, Chicago
The New York Times	NBC-TV, Chicago
The Los Angeles Times	ABC-TV, Chicago
The North Shore National	WGN-TV, Chicago
Bank of Chicago	

**IN-HOUSE SERVICES:** Design, layout, artwork, casting, marketing research, media research, copywriting and production are handled by our own staff. We also have typesetting and stat-making capabilities. This enables us to work on shorter deadlines when necessary and keep production costs at a minimum.

**COMPENSATION:** We require no contracts or retainer. Our income is derived in full from the standard 15% agency commissions on gross media and production billings.

## IX. ACCOUNT LIST

Our current account list numbers over 150 clients. Following is a brief but representative sampling of our diversified client roster.

Chicagoland Datsun Dealers Assn.  
RCA Distributing Co.  
Chicago Sun-Times (Field Enterprises)  
Wieboldt's Department Stores  
Century Broadcasting Co.  
Hinckley & Schmitt Water Co.  
Gonnella Baking Co.  
North Shore National Bank  
Hilton Shirt Co.  
Merit Publishing Co.  
Haas Securities Corporation  
Transilwrap Plastics  
Marketing Electronics Corp.  
Americana Healthcare Centers  
General Loose Leaf Bindery  
National Acceptance Corp.  
American Invsco Co.  
United Coatings, Inc.  
Seal-Tran Corp.  
First Charter Service Corp.  
Federated Financial Service  
Advance Die Cutting Co.  
Business Methods Institute  
Key-Houston Corporation  
Union Leasing Corporation  
Educational Communications, Inc.  
Oki Electronics  
Peer Bearing Corp.  
Interstate Transmissions  
Sovereign-Lee Printing Co.

## X. CREATIVE STATEMENT & SAMPLES INFORMATION

The attached samples of BB&L's brochures, magazine ads and print ads are included to give you some indication of our creative capacity. Obviously, these samples are not what we would produce for you; they simply offer you some sense of the wide range of our thinking and styles.

Our agency is a remarkably creative one. Every department: art, copy, media, and market research, is headed by top-notch professionals who have at least 20 years of experience behind them. Our policy is to create fresh and attention-getting solutions for each advertising problem we are given, and our staff is skilled at doing this successfully.

Some of the key personnel who will be working on the Association's account are:

MERRILL LITOW, ACCOUNT SUPERVISOR.

Merrill Litow, Vice President of BB&L, has had 29 years of in-depth experience in every phase of advertising, and has worked on both consumer and industrial accounts.

AGOSTINO UNTI, JR., CREATIVE DIRECTOR.

Agostino Unti, Jr. is a talented artist who heads a staff of 25. His artwork has won several awards for excellence.

ELSA BAILEY, COPY DIRECTOR

Elsa Bailey has worked as a writer in advertising for many years, and in addition has published material in several magazines and newspapers.

DONNA LEVIN, MEDIA DIRECTOR

Donna Levin's department handles both media and market research problems. She has created hard-hitting and successful media programs for every conceivable kind of account.

AN OPEN INVITATION

While this brief "prospectus" can give you a rough idea about who we are, what we do, and how we do it, we'd like to extend you an invitation to visit our agency, so that you can see us in action.

We'd like you to meet our principals and department heads, look at our ad, radio, TV and collateral samples, see our facilities, and get a close-up view of our agency during a typical business day.

We're certain that you'll find the experience enlightening,... and well worth your time.