

Mechanical Specifications

Supply screened film positives (right reading, emulsion side down), 120 line screen. Image area of the card is 3¼" X 5¼". If you use a standard ¼ page ad, (3¼" X 4⅞") we will add, at no charge, instructions and space for your prospects name and address. Be sure to provide printing material for both sides of your card. Publisher-set copy: \$30 additional; 1 half-tone allowed.

Frequency

Twice yearly — Spring and Fall
Spring Card mailed: April 15, 1975
Fall Card mailed: October 15, 1975

Closing Dates

Spring Card: For insertion orders :
March 3, 1975
Final closing for materials:
March 17, 1975
Fall Card: For insertion orders:
September 1, 1975
Final closing for materials:
September 15, 1975

Cost

\$530 per card.

DSW 281866

Sales Offices

CLEVELAND, OHIO 44113

Mike Nassif

614 Superior Ave. West

(216) 696-0300

NEW YORK, NEW YORK 10017

Hank VanBuren

60 East 42nd Street

(212) 687-3420

CHICAGO, ILLINOIS 60601

Sam Tracy

2 Illinois Center Building

(312) 565-1282

LOS ANGELES AREA

Dale Stephens

16250 Ventura Boulevard

Encino, CA 91316

(213) 981-4863

Toll free from LA: 872-2184

ATLANTA, GEORGIA

Ken Syfrit

1776 Peachtree Road, N.W.

(404) 315-2134

DSW 281867

Card Reservation

Please reserve _____ card(s) in the

☐ Spring ☐ Fall mailing of

Hydraulics & Pneumatics Direct Response Cards

name

advertiser

agency

address

city

state

zip

signature

DSW 281868

**42,000 sales calls
at a cost of about**



each

Great for jobs like:

- Offering catalogs, literature, samples, etc.
- Promoting products which you may not choose to incorporate in your conventional publication programs.
- Low cost product/market testing.
- Developing fast, fresh sales leads — response comes right to you for fast action.

← Tear out the attached order card and mail today. Participation is limited — first-come, first-served.

FIRST CLASS
PERMIT NO. 8066
CLEVELAND, OHIO

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN UNITED STATES

POSTAGE WILL BE PAID BY:

Hydraulics & Pneumatics
Direct Response Cards
Industrial Publishing Co.
614 Superior Avenue, West
Cleveland, OH 44113

DSW 281869

STLCOPCB4063197

hydraulics & pneumatics
Direct Response Cards

DSW 281870

**42,000 sales calls on buyers
and specifiers of fluid power products
and equipment for just over 1¢ each.**

Direct Response Cards will put your sales message right at the fingertips of over 42,000 fluid power engineers for only 1¢ per contact. Nowhere else can you get a mailing like this.

All buyers and specifiers of hydraulic and pneumatic components and equipment taken directly from HYDRAULICS & PNEUMATICS' circulation list (Domestic U.S. — all fluid

power specialists — all prospects for your products and services.

For only \$530 per card (agency commissionable) we print, address, handle, and mail all cards in a handy packet. You pay only for those cards which are returned directly to you. Fast, fresh, specific sales leads for your products.

hydraulics & pneumatics

THE MAGAZINE OF FLUID POWER AND CONTROL SYSTEMS

SPRING/FALL 1975

Direct Response Cards

An  Industrial Publishing Company Publication

Please Route To:

DSW 281871

(binding edge: perforation for tear-out)

***You can use
a standard
1/4 page ad
(3 1/4" x 4 7/8")...
or design
a special card.***

5 N D

DSW 281872

name _____ title _____
company _____
address _____
city _____ state _____ zip _____

FIRST CLASS
PERMIT NO. 8066
CLEVELAND, OHIO



BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN UNITED STATES

POSTAGE WILL BE PAID BY:

***Your Company Name
and Address***

DSW 281873