Monsanto

FROM (NAME & LOCATION) D. R. Bishop - B1ND

DATE : Dec. 22, 1975

SUBJECT :

REFERENCE :

TO : Mr. J. J. Zeman
B2SK

DEC 23 1975

cc
(1) XC Jim Savage
(2) Orig. to David Wood

Attached is information regarding the costs and closing dates for black and white advertisements, re a precipitous ban of PCBs.

We would probably use only one of the electronic trade journals -- these are included here.

DRB
D. R. Bishop

/mks
attachment

DSW 185445

Monsanto

FROM (NAME & LOCATION) John J. Mulligan - A3NE

DATE December 15, 1975

CC R. Wahlig
C. McKee

SUBJECT

REFERENCE

TO : Dan Bishop

As per your request, the following are sizes, closings, and costs for the publications you inquired about:

1X B/W Page

BUSINESS WEEK - 7 x 10 $10,960
Closes 4 weeks prior to date of issue

CHEMICAL WEEK - 7 x 10 $2,590
Closes 3 weeks prior to date of issue

Newspapers

NEW YORK TIMES - 7 x 10 (560) $2,777.60

POST DISPATCH - 7 x 10 (560) $1,053.93

GLOBE DEMOCRAT - $912.80

WALL STREET JOURNAL (7) - $4,670.40

Closing: Must be on hand 24 to 32 hours preceding date of issue.

ELECTRONIC NEWS - 7 x 10 $2,100
Closes Noon of the Tuesday preceding date of issue

ELECTRONIC COMPONENT NEWS - 7 x 10 $2,175
Closes 1st of preceding month

ELECTRONIC DESIGN - 7 x 10 $2,320
Closes 1st of preceding month

John J. Mulligan

DSW 185446

IN - 10 REV. 1/72

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