

LIA09120

WHITE LEAD PROMOTION PROGRAM

LEAD INDUSTRIES ASSOCIATION

Graybar Bldg. 420 Lexington Avenue
New York, N. Y.

January 16, 1940

Bulletin No. 16

1940 Media

To Members Supporting the White
Lead Promotion Program:

The Attached memorandum will give you the
1940 media that were finally selected, with the assistance
of our Advertising Committee, to carry the message of the
Lead Industries Association for this year.

Respectfully yours,

J. W. Johnson
Secretary.



N 3002

MEDIA SELECTOR

January 16, 1940

	<u>Circulation</u>	<u>Total Cost</u>
Magazines	9,087,484	\$141,180.00
Farm Papers	2,072,836	23,800.00
Trade Papers	430,110	21,888.86
	<u>12,100,840</u>	<u>\$206,868.86</u>
	Cash Discount,...	3,386.36
	Less Estimated Credits	202,919.08
	Burned on 1939 Adv.	<u>1,628.79</u>
	Total Estimated Cash	
	Charge to Advertiser	<u>\$201,240.25</u>

MAGAZINES

Saturday Evening Post

6 Insertions - 1 page
3 Insertions - 1/2 page

Collier's

4 Insertions - 1 page
4 Insertions - 1/2 page

Better Homes & Gardens

7 Insertions - 1/2 page

American Home

7 Insertions - 1/2 page

FARM PAPERS

Country Gentleman

6 Insertions - 1 page

Agricultural Leaders' Digest

8 Insertions - 1 page

TRADE PAPERS

American Paint & Oil Dealer

12 Insertions - 1 page

American Painter & Decorator

12 Insertions - 1 page

National Painters Magazine

12 Insertions - 1 page

Painter & Decorator

12 Insertions - 1 page

American Paint Journal

12 Insertions - 1 page

Paint, Oil & Chemical Review

12 Insertions - 1 page

Hardware Age

12 Insertions - 1 page

Hardware Retailer

12 Insertions - 1 page

January 14, 1940

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TRACE PAPERS

Continued

American Builder & Building Age

9 insertions - 1 page
3 insertions - 1/8 page

American Lumberman

13 insertions - 1 page

Architectural Forum

12 insertions - 1 page