

LIA's 1970 ADVERTISING AND PROMOTIONAL CAMPAIGN

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Lead Industries Association's architectural and construction message appears in seven publications with a combined circulation of 358,040.\* Our message: where and how lead is to be used for sound barriers, waterproofing, antivibration pads or calking. Publications used: Architectural Record, Building Design and Construction, Domestic Engineering, Engineering News-Record, Progressive Architecture, and Journal of Plumbing, Heating & Air Conditioning.

The battery program appears in five publications with a total circulation of 308,937.\* Our message: the economics of using lead acid batteries for materials handling and personnel carrying, uninterrupted power systems, portable tools and appliances. Publications used: Electrified Industry, Engineering & Mining Journal, Industry Week, Modern Manufacturing, and Modern Materials Handling.

LIA's design and technical information campaign appears in four publications with a total circulation of 344,059.\* In these publications we inform America's business world of new developments in the uses of lead, including those from ILZRO, that enhance their production and profits. Examples: both regular and new soldering techniques, the variety and effectiveness of lead alloys, compounds and products, and the revolutionary new ZN-75. Publications used: Industry Week, Machine Design, Materials Engineering, and Product Design & Development.

Lead's use in the pigments and chemicals fields is documented by our advertising in four publications with a total circulation of 163,201. Chrome yellow, red lead, organoleads for antifouling, and lead in ceramics all come into focus in this campaign. Publications used: American City, Ceramic Industry, Engineering News-Record, and Marine Engineering Log.

Lead is there with a potential for thousands of constructive uses. Through our Ads, this message is reaching nearly 1,000,000 potential users.

\* Exclusive of "Business Week" circulation of 627,000.

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