

LEAD INDUSTRIES ASSOCIATION, INC.

202 MADISON AVENUE

NEW YORK 17, N. Y.

February 28, 1963

SUBJECT: L.I.A. SPACE
ADVERTISING - 1963

To Members of the Lead Industries Association, Inc.:

The Board of Directors, on recommendation of the Industry Development Committee, has approved for 1963 the largest advertising program in the history of the Association. This program, which has been gradually increasing in size in recent years, has already proved its effectiveness in several areas. This memorandum will provide members with a preview of 1963 plans in the hope they will tie in with the Association program as fully as possible and thus gain the greatest benefit from the industry wide effort.

The following tabulation of business and trade paper advertising shows the subjects to be publicized, the magazines to be used, the number and size of insertions and tentative insertion dates:

1. Industrial Storage Batteries

"Business Week"	2/3 pages	7 times	Apr. 20, May 11, June 15, Sept. 14, Sept. 28, Oct. 12, Oct. 26.
"Factory"	full pages	6 times	Apr., May, June, Aug., Sept., Oct.
"Material Handling Engineer"	full pages	6 times	Apr., May, June, Sept., Oct., Nov.

2. Anti-Vibration Pads

"Factory"	full pages	2 times	Nov., Dec.
"Progressive Architecture"	full pages	2 times	Mar., April
"Engineering News Record"	full pages	2 times	Feb., March



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3. Lead in Ceramics

"Ceramic Industry"	full pages	6 times	Apr., May, July, Sept., Oct., Nov.
"Ceramic Age"	full pages	6 times	Apr., May, June, Aug., Oct., Dec.
"Ceramic Bulletin"	full pages	6 times	Apr., May, July, Sept., Nov., Dec.
"Metal Products Manufacturing"	full pages	6 times	Apr., May, July, Sept., Oct., Dec.

4. Pigments

"American Paint Journal"	2 page spreads	7 times	Apr. 15, May 20, June 17, Aug. 12, Oct. 21, Nov. 11, Dec. 9.
"Official Digest"	2 page spreads	7 times	Apr., May, June, Sept., Oct., Nov., Dec.
"Engineering News Record"	full pages	4 times	Apr., June, Aug., Sept.

5. Cable Sheathing

"Electrical World"	full pages	8 times	Mar., Apr., May, June, Sept., Oct., Nov., Dec.
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6. Construction

"Engineering News-Record"	full pages	7 times	Apr., May (2), July, Oct., Nov., Dec.
"Progressive Architecture"	full pages	4 times	May, June, Sept., Nov.
"Roofing, Siding & Insulation"	full pages	6 times	Mar., Apr., May, June, Sept., Oct.

7. Design

"Machine Design"	full pages	6 times	Mar., Apr., May, June, Sept., Oct.
"Product Engineering"	full pages	7 times	Mar., Apr., May, June, Sept., Oct., Dec.
"Materials in Design Engineering"	full pages	6 times	Mar., Apr., May, June, Sept., Oct.

As in the past, preprints of all ads with insertion dates imprinted on them will be sent to our member list in advance of publication. Also reprints of any or all ads are available to members in quantity at nominal

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prices for special mailings, handouts, etc. Members are urged to use these reprints to the greatest extent possible by providing them to their salesmen, distributors, customers and others who may have an interest. The cost for such reprints is only \$3.00 per hundred since all the preliminary costs are absorbed by the Association.

Very truly yours,

David H. Borcina

David H. Borcina
Secretary

DHB:mk