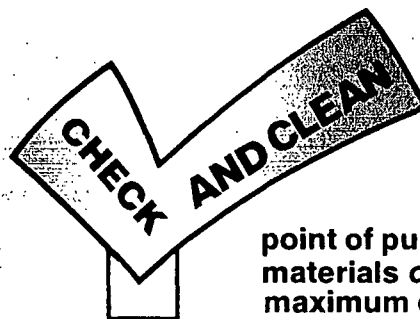




SPRING CAR CARE DAYS

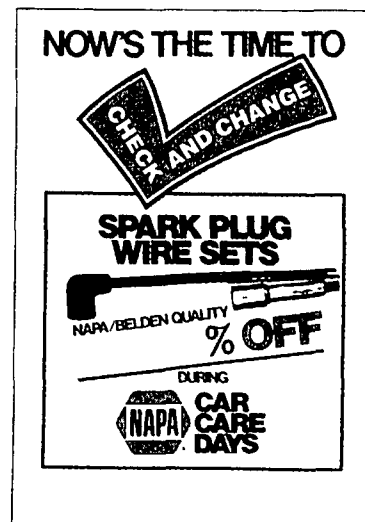
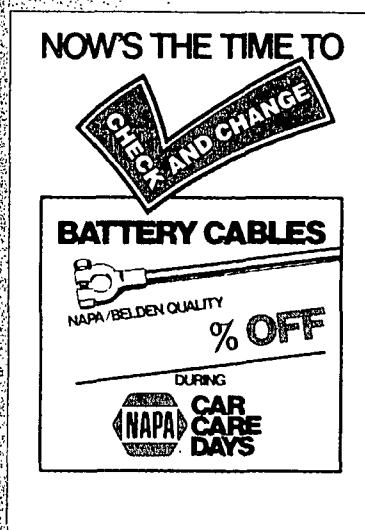
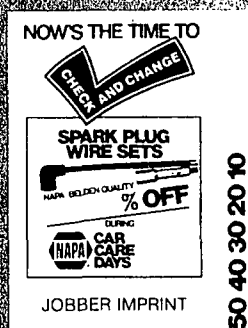
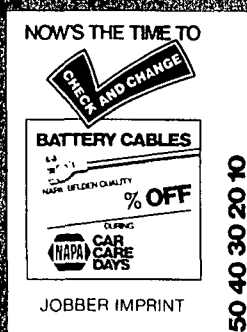


point of purchase
materials often for
maximum effectiveness

#770522

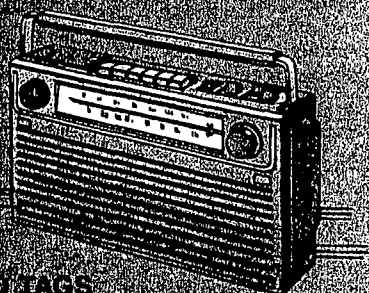
Point of Purchase

Spring Car Care Days kit includes...



AD SLICKS (4"x6")

Printed on one side in print media. The slick is designed with a newspaper note to include the % off number.



RADIO TAGS

15 and 30 second tape announcer script to help you sell the audio media public.

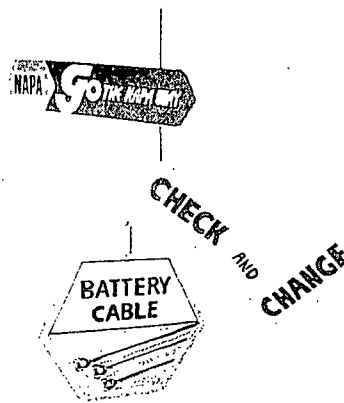


COUNTER/WALL DISPLAY (11" x12")

32 square inches of selling power that only takes a few inches of counter space. The display contains a pocket that holds 3 1/2" x7 1/2" free take one booklets promoting spark plug wire and battery cables.

WINDOW BANNERS (24"x33")

... a real big eye-catcher to let street traffic know you are promoting. Banners are supplied with % numbers printed on bottom.



MOBILE (28"x31" max. size)

... it will sell for you for months to come. Battery cables are promoted on one side, spark plug wire sets on the other.