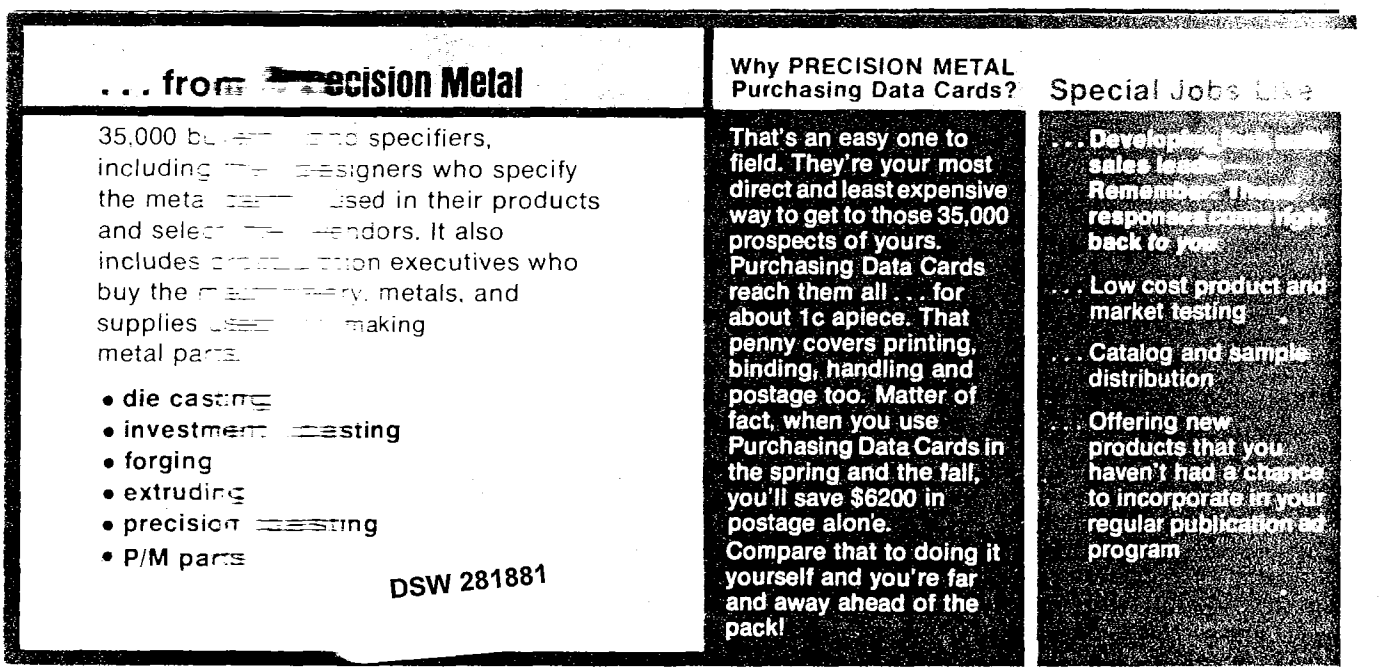
Spring Mailing
Closes May 17

Fall Mailing
Closes October 15

DSW 281880

Offers You A Two-Season Opportunity For One-Two Sales Impact With PM Purchasing Data Cards



STLCOPCB4063209



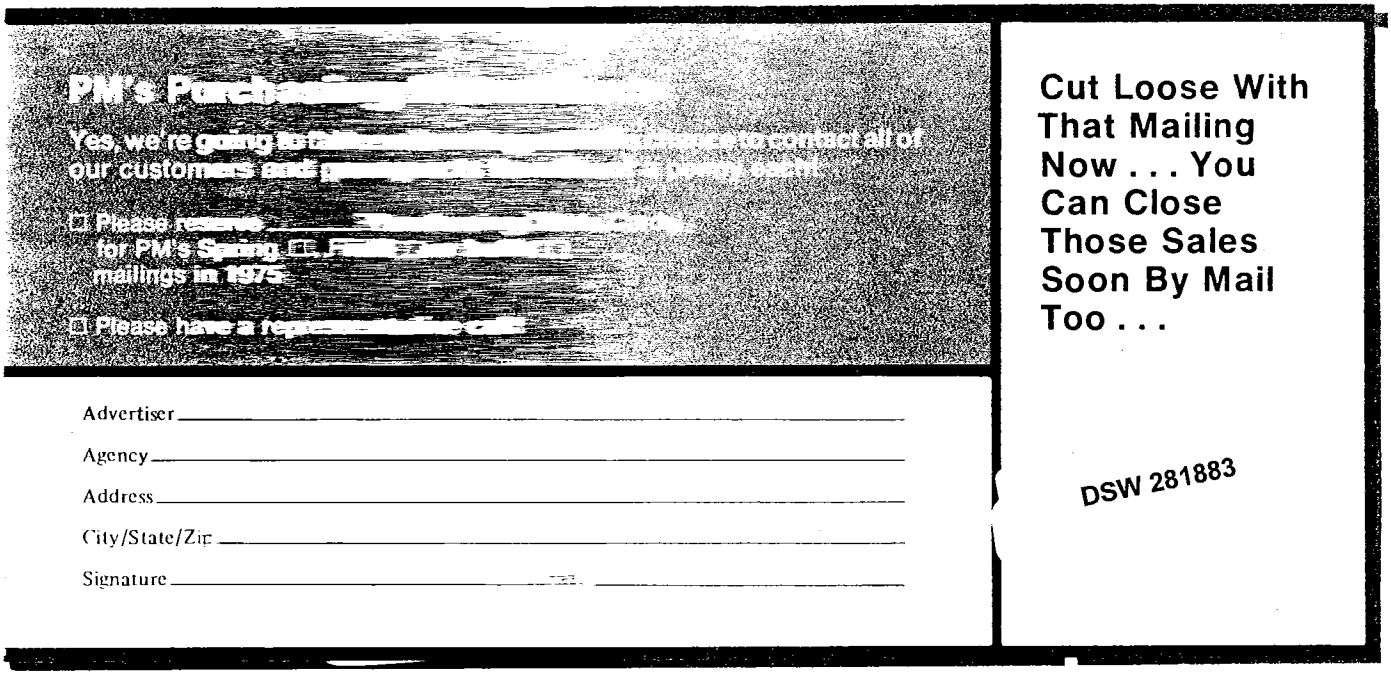
Size and Format

Standard 3½" x 6" — just the size you need for standard ¼ page ads — are mailed in a handy booklet with your card perforated for easy removal and response.

Mechanical Specifications

ARTWORK-Supply screened film negatives (right reading) emulsion side down, 120 line screen. Also acceptable, subject to additional charges, are scotchprints, film positives, repro proofs, original artwork and letterpress plates. The overall card size is 3½" x 6" while trim size to the perforated edge is 3½" x 5½". *Be sure that you provide printing material for both sides of your card.* If you advertise in any publication, you may use a standard ¼ page ad (3¼" x 4⅞") and we can pick up the existing art, adding instructions and space for the respondent's name and address.

STLCOPCB4063210



STLCOPCB4063211

FIRST CLASS
PERMIT NO. 8066
CLEVELAND, OHIO

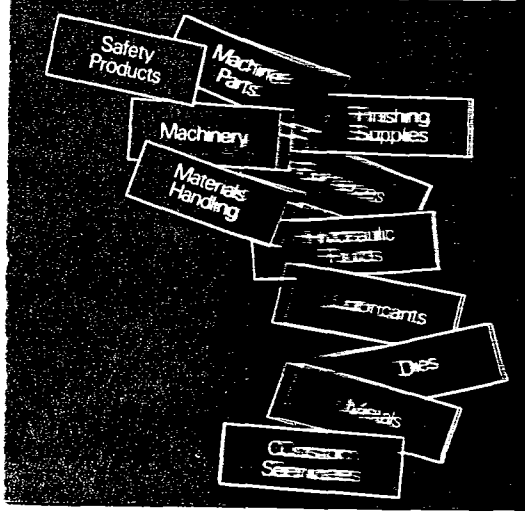
BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN UNITED STATES

POSTAGE WILL BE PAID BY:

Precision Metal
Industrial Publishing Co.
614 Superior Avenue West
Cleveland, OH 44113

DSW 281884



Call Your PM Representative Today

Cleveland, Ohio 44113
614 Superior Avenue, West
Bob Simmons • (216) 696-0300

New York, N.Y. 10017
60 E. 42 Street, Suite 803
"Buzz" Shaw • (212) 687-3420

Chicago, Illinois 60601
2 Illinois Center Bldg., Suite 1326
Ken Jones • (312) 565-1282

Encino, California
16250 Ventura Blvd.
Lloyd Brookmyer • (213) 981-4863

Houston, Texas 77036
5533 Hillcroft, Suite 118
Calvin Clausel • (713) 774-7419

Atlanta, Georgia 30309
1776 Peachtree Road, N.W.
Ken Syfrit • (404) 351-2134

LONDON, SW1H, OBH ENGLAND
14 Broadway
01-222-5483
JOHN A. LANKESTER, manager

TOKYO, JAPAN
15 Sanyeicho Shinjuku-ku
Bancho Koheki Co., Ltd.

DSW 281885

Precision Metal An IPC Industrial Publishing Co. Publication

STLCOPCB4063213