

WHITE LEAD PROMOTION PROGRAM**LEAD INDUSTRIES ASSOCIATION**

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

January 18, 1940

Bulletin No. 18

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.



LIA09121

MEDIA SELECTOR

January 16, 1940

	<u>Circulation</u>	<u>Total Cost</u>
Magazines	9,087,404	\$141,180.00
Farm Papers	2,072,836	23,800.00
Trade Papers	430,110	21,886.88
	<u>12,100,840</u>	<u>\$204,966.88</u>
	Cash Discount,...	3,326.86
	Less Estimated Credits Earned on 1939 Adv.	<u>202,919.08</u> <u>1,654.79</u>
	Total Estimated Cash Charge to Advertiser	\$201,260.88

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

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TRAIL PAPER

Continued

American Builder & Building Age9 Insertions - 1 page
2 Insertions - 1/8 page**American Lumberman**

15 Insertions - 1 page

Architectural Forum

12 Insertions - 1 page