

THE OLIDDEN COMPANYChemical - Pigments - Metals Division1957-58

<u>Publication</u>	<u>Circulation</u>	<u>Space</u>	<u>Rate</u>	<u>Cost</u>
AMERICAN PAINT JOURNAL	4,529	7 - 2 Pages, 2 Color 6 - 2 Page Insert (Backed by Publisher)	\$ 280.00 330.00	\$ 3,940.00
PAINT & VARNISH PRODUCTION	4,458	6 - 1 Page, 2 Color 6 - 1 Leaf Insert	205.00 310.00	3,090.00
MODERN PLASTICS ENCYCLOPEDIA	29,782	1 - 1 Page Insert (Backed by Publisher)	610.00	610.00
MODERN PLASTICS	29,782	6 - 1 Page Insert (Backed by Publisher)	2 @ 560.00 4 @ 625.00 *	3,620.00
PLASTICS TECHNOLOGY	11,483	6 - 1 Leaf Insert	650.00	3,900.00
RUBBER AGE	5,178	2 - 1 Page, 2 Color 4 - 1 Leaf Insert	285.00 430.00	2,290.00
RUBBER WORLD	5,850	2 - 1 Page, 2 Color 4 - 1 Leaf Insert	300.00 450.00	2,400.00
MATERIALS IN DESIGN ENGINEERING	32,127	7 - 1 Page, 2 Color	748.00	5,236.00
PRECISION METAL MOLDING	22,089	6 - 1 Page, 2 Color	485.00	2,910.00
PAPER TRADE JOURNAL	8,042	13 - 1 Page, 2 Color	4 @ 235.00 9 @ 260.00 *	3,280.00
PULP & PAPER	8,877	13 - 1 Page, 2 Color	4 @ 320.00 9 @ 385.00 *	4,745.00
AMERICAN INK MAKER	1,872	6 - 1 Page, 2 Color	195.00	1,170.00
AMERICAN PAINT JOURNAL CONVENTION DAILIES	30,000	5 - 1/5 Page, B&W	55.00	275.00
Cost of Space				\$ 37,466.00
Estimated Art & Mechanical Preparation				16,000.00
Merchandising				2,500.00
TOTAL COST				\$ 55,966.00

* New rates effective 1/1/58

7/8/57 db

GLD011623