Spring Mailing
Closes May 15

Fall Mailing
Closes October 15

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

DSW 281874

. . . from **Precision Metal**

35,000 buyers and specifiers, including the designers who spec the metal parts used in their products and select the vendors. It also includes production executives who buy the machinery, metals, and supplies used in making metal parts.

- **die casting**
- **investment casting**
- **forging**
- **extruding**
- **precision casting**
- **P/M parts**

Why PRECISION METAL Purchasing Data Cards?

That's an easy one to field. They're your most direct and least expensive way to get to those 35,000 prospects of yours. Purchasing Data Cards reach them all . . . for about 1c apiece. That penny covers printing, binding, handling and postage too. Matter of fact, when you use Purchasing Data Cards in the spring and the fall, you'll save $6200 in postage alone. Compare that to doing it yourself and you're far and away ahead of the pack!

Special Jobs Like

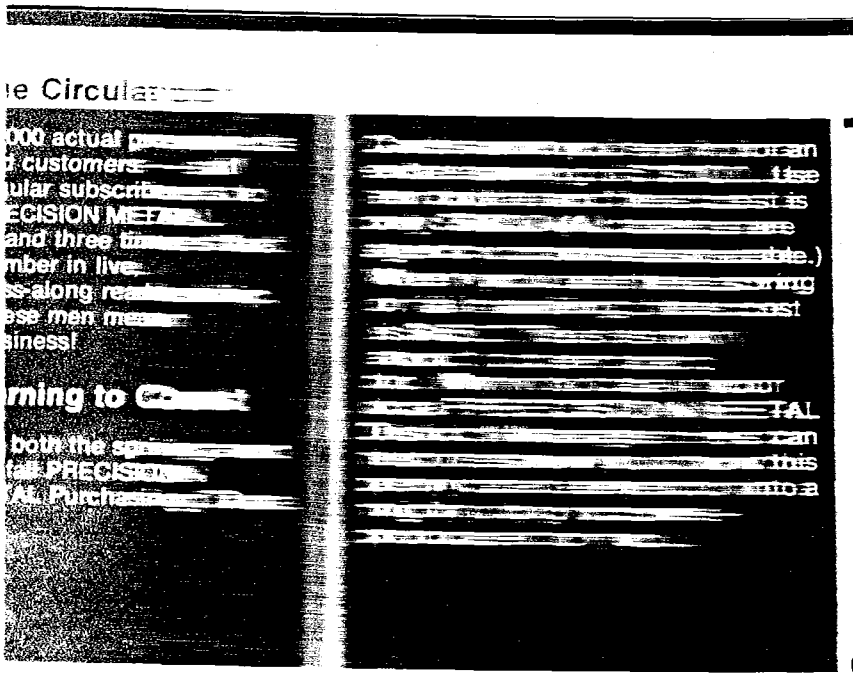
. . . Developing [illegible] sales leads. Remember: Those responses come right back *to you*

. . . Low cost product and market testing

. . . Catalog and sample distribution

. . . Offering new products that you haven't had a chance to incorporate in your regular publication ad program

DSW 281875



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.

DSW 281876

PM's Purchasing Data Cards

Yes, we're going to take advantage of this chance to contact all of our customers and prospects for about a penny each!

☐ Please reserve _____ Purchasing Data Cards for PM's Spring ☐, Fall ☐ or both ☐ mailings in 1975.

☐ Please have a representative call.

Advertiser _____

Agency _____

Address _____

City/State/Zip _____

Signature _____ Date _____

Cut Loose With That Mailing Now . . . You Can Close Those Sales Soon By Mail Too . . .

DSW 281877

STLCOPCB4063205

FIRST CLASS
PERMIT NO 8066
CLEVELAND OHIO

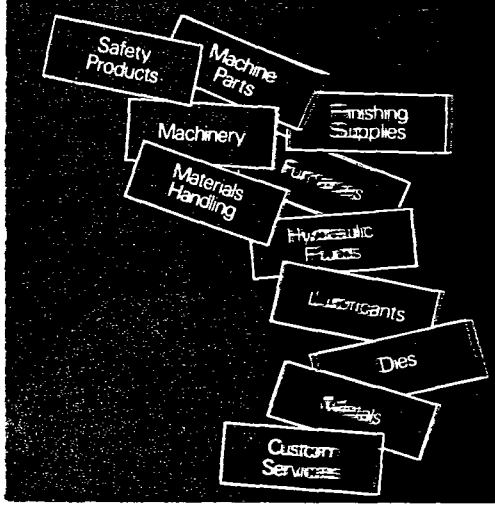
BUSINESS REPLY MAIL

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 281878



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
5633 Hillcroft, Suite 118
Calvin Clausel • (713) 774-7419

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

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

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

DSW 281879

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