

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Display Executive:

We are pleased to tell you that the October issue of **CREATIVE** will carry a **Creative Spotlight – Hardware Displays**.

The **Creative Spotlight – Hardware Displays** will showcase in full color the best recent displays created for hardware products. The story will cover all types of displays, from temporary to permanent, for hardware products displayed in hardware stores, home centers and other retail outlets.

We invite you to participate in this feature by submitting information about a p.o.p. display that your firm has recently created for a product in the hardware or housewares category.

Please describe the display and the retail outlets which it has been designed to be placed in. We also need a full color image. Attached is a form to use in supplying us with information and images for this article.

Please send all material to us by September 21. Thank you for your cooperation on this important feature.

Please call me at 516-378-0800 if you have any questions, or need additional information or email me at larry@creativemag.com.

Sincerely,

Larry Flasterstein
Publisher

LF/sb
enc.