

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

31 Merrick Avenue • Merrick, NY 11566 • (516) 378-0800 • FAX 516-378-0884

[www.creativemag.com](http://www.creativemag.com) • [larry@creativemag.com](mailto:larry@creativemag.com)

Dear P.O.P. Executive:

We are pleased to tell you that the September issue of **CREATIVE** will present a major article, “**Signs and Display Graphics, 2014**”, which will focus on the role of signs and display graphics in the retail store. Marketers who recognize the importance of visual merchandising are using every tool to communicate with the consumer at the moment of purchasing decision.

New technologies have increased the efficiencies and the impact of signs as digital signage come down in price and becomes a more important marketing tool. Light boxes are becoming thinner and less expensive and light up a visual sale message. Changeable pricing systems are being tested and becoming a more important tool in the store. Digital printing is becoming more popular and more useful in both small and large jobs. Banners have become a more significant merchandising tool.

We will be showing a complete selection of signs, light boxes, digital signage, mirrors, changeable pricing systems, digital graphics, floor graphics, large format graphics, etc.

We invite you to participate in our story, “**Signs and Display Graphics, 2014**” Please fill out the enclosed form as accurately and concisely as possible and send us images of your best p.o.p. signage and display graphics. Please send us color images.

Please send all images and case histories to us by September 8<sup>th</sup>. Thanks for your cooperation in making this an exciting and informative article for our readers. Please call me at 516-378-0800 or email me at [larry@creativemag.com](mailto:larry@creativemag.com) if you have any questions or need to discuss.

Cordially,

Larry Flasterstein  
Publisher

LF/sb  
enc.