

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear Display Executive:

We are pleased to tell you that the May issue of CREATIVE, will carry a **Creative Spotlight – Display Materials**.

**The Creative Spotlight – Display Materials** will cover the wide array of display materials available to display designers to create point-of-purchase displays. The story will cover materials for creating temporary and permanent point-of-purchase displays and signage. It will highlight the latest developments in display materials, from new substrates developed for new digital printing systems, to new environmentally friendly display materials.

We invite you to participate in this feature by submitting a full color image of a material that your firm offers for the point-of-purchase industry. The image may show a sample of the display material, or show a finished p.o.p. display that utilizes the material. Enclosed is a form to use in supplying us with information and images for this article.

Please send all material to us by April 20. 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](mailto:larry@creativemag.com)

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.