

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Producer:

We are pleased to tell you that the November issue of **CREATIVE** will carry a **Creative Casebook – Permanent Displays and Fixtures**.

The **Creative Casebook** showcases the newest and best displays of the past six months and will include every type of permanent display including plastic signs and displays, wire displays, wood displays, permanent display fixtures, etc. The **Creative Casebook** will be presented in full color to dramatize and highlight each display and to make this information useful for P.O.P. buyers who are looking for success stories on the use of P.O.P.

We invite you to participate in our **Creative Casebook**. Enclosed is a form to use in sending us information and images for this article. Please fill out this form and return it to us with a full color image. You may submit several case histories by simply duplicating the attached form.

Please send all material to us by October 24. Thank for your cooperation on this important feature. Please call me at 516-378-0800 or e-mail me at [larry@creativemag.com](mailto:larry@creativemag.com) if you have any questions, or need to discuss.

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.