

# 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 – Illuminated Sign & Display Systems**.

**The Creative Spotlight – Illuminated Sign & Display Systems** will cover the wide array of illuminated sign and display products available from light boxes and illuminated scrolling signs to neon, neon alternatives L.E.D. signs, edge-lit acrylic displays, etc. The story will cover the latest advances in sign and display lighting technologies, including ultra slim fluorescents, new LED lighting and animation technologies, electro luminescent lighting and more.

We invite you to participate in this feature by submitting a full color image of an illuminated sign or display system or lighting product that your company manufactures for point-of-purchase advertising. The image may show a custom display application created for a specific advertiser, or a stock illuminated display product.

Enclosed is a form to use in supplying us with information and images for this article.

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

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.