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We are pleased to announce the **2024 Color Illustrated Guide to P.O.P., Exhibits and Promotion**, which will be published in July 2024. The **Illustrated Guide** is the most comprehensive source of information for P.O.P. Buyers, Exhibit Buyers and Sales Promotion Buyers in the leading corporations throughout North America. The **Illustrated Guide** is not only read - it is used almost daily for inspiration, information and for finding the top resources in these industries. Last year's Illustrated Guide at 258 pages, was the single, largest issue in the entire advertising and marketing field. Listings in the Illustrated Guide are economical and easy to prepare. A text-only listing in the **Illustrated Guide** costs $250. The cost to add a full color image which is reproduced to a maximum height of 5” along side of the text is an additional $250, so the cost for a Full Color Listing in the Guide is just $500. The complete **2024 Illustrated Guide** including text and images, is featured on our Web site all year to provide additional exposure for your listings. In addition to the text and image, you can include a promotional video in your Online listing. Please read the attached Instruction Sheet for complete information on filling out your forms for the 2023 Illustrated Guide. Take this opportunity to reach your best customers and prospects in the year ahead. Please return all order forms, images and payment to us by March 10. Please call me at 516-378-0800 if you need additional information or assistance.

Cordially,

Larry Flasterstein
Publisher