

CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Executive:

We are pleased to tell you that the November/December issue of CREATIVE will carry a **Creative Spotlight – Shelf Display Systems**.

The Creative Spotlight – Shelf Display Systems will cover an array of different options for point-of-purchase advertising at the retail shelf level. The article will cover systems for organizing shelf displays, shelf extender systems, shelf signage systems, and even animated and interactive shelf-level displays.

We invite you to participate in this feature by submitting a full color image of a shelf display product or system that your company offers. You may also send an image of a shelf display that your firm has recently produced. Enclosed is a form to use in supplying us with information and images for this article.

Please send all material to us by November 13. Thanks 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

Sincerely,

Larry Flasterstein
Publisher

LF/sb
Enc.