

# CREATIVE

THE MAGAZINE OF PROMOTION AND MARKETING

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Dear P.O.P. Executive:

We are pleased to tell you that the February issue of CREATIVE will carry a **Creative Spotlight – Digital Signage**.

**The Creative Spotlight – Digital Signage** will cover the latest developments in digital signage for point-of-purchase advertising. The article will cover all types of digital signage systems and products for digital signage. It will also feature successful digital signage case histories.

We invite you to participate in this feature by submitting a full color image of a digital signage product or system that your company offers. You may also send an image of a digital signage program 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 January 27. 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](mailto:larry@creativemag.com).

Sincerely,

Larry Flasterstein  
Publisher

LF/sb  
Enc.