



Featurettes



TIMING

WE OFFER PROPOSALS AT NO COST OR OBLIGATION

<i>Proposed Release Based on Your Material:</i>	5 working days
<i>Typesetting of Client-Supplied Text:</i>	1-2 days
<i>Minor Correction:</i>	1 day
<i>Extensive Changes or Rewrites:</i>	2-3 days
<i>Phone Patch Recording:</i>	One week advanced booking — 48 Hour Cancellation

After Approval

<i>When Release Reaches The Media:</i>	Print: Web site posting 1 hour mailed within 1 week
	Radio: mailed within 1 week
	TV: mailed within 2 weeks from monthly closing date

100 Glossy Reprints (Print Only): 2-3 weeks

<i>Results on the Web begin:</i>	Print: 1-2 weeks
	Radio: 4-6 weeks
	TV 6-8 weeks

Average Running Time: Print: Most usage is within the first 3 months. First clips arrive from clipping bureaus 8-10 weeks after placements occur. Placements may continue for a year or more from date of approval.

Radio & TV: Most usage is within the first month. First usage cards arrive from radio stations a week after mailing.

Lead Time For Dated or Timed Releases: Print: Releases should be approved 3 months prior to any deadline for maximum use by editors.

Radio & TV: 2 months in advance for maximum use by Radio or TV broadcasters.

GUARANTEE: Complete satisfaction with the results of each release or another one **FREE**.