

8 - Printing and Printing Methods

- (a) How copy should go to the printer
- (b) Composition
- (c) Galley proofs
- (e) Proof reading
- (f) The make-up (show a made-up form)
- (g) The make-ready
- (h) The process of printing
- (i) Paper
- (j) How to co-operate with your printer

9 - Direct Advertising

- (a) Purpose
- (b) Distribution - the Mailing List ✓
- (c) Material for direct mailings
- (d) The follow-up system
- (e) How to plan an effective direct mail campaign
- (f) Examples of effective direct mail advertising

10 - Retail Advertising

- (a) Outlining a Policy ✓
- (b) Planning the year's work
- (c) Determining advertising style
- (d) The advertisement
- (e) Sales
- (f) Suburban advertising
- (g) Direct advertising
- (h) Posting, street car cards, signs
- (i) Record keeping es
- (j) Examples of retail advertising for different businesses
- (k) Institutional advertising.

11- National Advertising

- (a) Calculating and distributing the appropriation ✓
- (b) Selection of magazines, class papers and newspapers media.
- (c) How to buy space judiciously
- (d) Magazines
- (e) Class papers
- (f) Newspaper advertising
- (g) Getting the most out of advertising

12 - Outdoor advertising

- (a) How outdoor advertising can be advantageously employed
- (b) Different uses of outdoor advertising ✓
- (c) Different kinds of outdoor advertising
- (d) Advantage and disadvantage of outdoor advertising of various kinds.
- (e) Examples of unwise outdoor advertising
- (f) Examples of effective outdoor advertising