

There's a good reason why people say, "Get it in writing."

The written word carries the weight of authority. For most of us, print remains our primary medium of learning ... because we can read when we are ready to know, and reread when we want to remember.

Consider the issue in your hands now, and think about how much information you're getting from it. Then imagine tens of thousands of other acquisitive readers, all learning and remembering.

It stands to reason that the more you advertise in

print, the more attention—and retention—your sales message will command. The fact is, no other medium has been so thoroughly tested, so well defined, and so often proven. To the advertiser in search of an audience, print presents impeccable credentials.

So when you want to send a message about your product or service, go where you can carry more weight ... in space.

This has been a message in the interest of space exploration from American Medical Association Publications.

In space, your advertising message carries more weight.

Defy gravity.

Sample from
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