

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, CORPORATIONS PARK, BUILDING 702,
SCHENECTADY, NEW YORK 12305, Phone (518) 374-2211

OUTDOOR

POWER EQUIPMENT

OPERATION

January 31, 1973

To: GE Elec-Trak Tractor Dealers:

1973 ELEC-TRAK ADVERTISING SCHEDULES

Attached for your planning are copies of our 1973 Elec-Trak tractor advertising schedules for your area. These include detailed plans for the newspaper supplement, direct mail, television and radio.

NEWSPAPER SUPPLEMENT

Attached is a copy of the prestige, full-color eight-page brochure that will be enclosed as a special supplement in the newspapers listed on the dates listed. Newspapers shown on the cover of the insert are a partial list only (and were required by the papers before they would accept the supplement). Prospects will receive your dealership name by calling the toll free "800" number listed on the back page.

In some cases, we got better coverage for specific dealers by direct mailing a quantity of supplements to rural boxholders and other likely tractor prospects in their market area. In these areas newspapers were eliminated. These exceptions are shown in the Direct Mail Supplement, plus zip codes and towns they will be mailed to, the quantity mailed, and the date that they will be mailed. These inserts will be posted under bulk rates and a month has been allowed for delivery in the schedule.

TELEVISION

Our 30-second TV spot is scheduled to run on a week-on, week-off basis in your area per the attached breakdown. There will be three spots each week to run on early local news the first day (Thursday) and early local and late local news on the second (Friday).

RADIO

The attached radio listing shows stations and the dates that the spots are to run. In each radio market, six 60-second spots will be run each week.

TV and radio spots will both incorporate the "Yellow Pages"



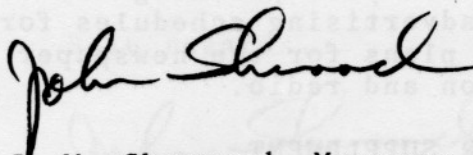
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as a bid for action. You are not to cut into either the TV or radio spots with your own tag. Using your 50/50 co-op dollars you can however add your dealerships onto the end of the 30-second TV spot or 60-second radio spot. You do not require our written permission to tie in (some stations have used this as an excuse to avoid selling the "little" 10-second tie-in).

Finally, your sales representative will be distributing quantities of literature to you in the next couple of weeks.

Best regards,



J. M. Sherwood, Manager
MARKET COMMUNICATIONS

JMS/hz

Attachments

cc: B. R. Laumeister
OPEO Marketing

PENNSYLVANIADIRECT MAIL SUBSTITUTE

<u>Zips</u> <u>Covered</u>	<u>Cities</u> <u>Covered</u>	(<i>IN THOUSANDS</i>) <u>Quantity</u>	<u>Mailed</u>
15522	Bedford, PA	2	Feb 26
15550	Manns Choice	1	Feb 26
15559	Schellsburg	1	Feb 26
15531	Boswell	2	Feb 26
15547	Jennerstown	.5	Feb 26
15544	Gray	.5	Feb 26
15501	Somerset	4	Feb 26
15541	Friedens	2	Feb 26
15560	Shanksville	2	Feb 26
15701	Indiana	3	Feb 26
15720	Brush Valley	2	Feb 26
15728	Clymer	2	Feb 26
15748	Homer City	2	Feb 26
16630	Cresson	2	Feb 26
15938	Lilly	1	Feb 26
16641	Gallitzin	1	Feb 26
15905	Johnstown	2	Feb 26
15904	Geistown	1	Feb 26
16635	Duncansville	3	Feb 26
16648	Holliday	2	Feb 26
16637	E. Freedom	2	Feb 26
16693	Williamsburg	2	Feb 26

NEWSPAPER INSERT

	<u>DATE</u>
Philadelphia Bulletin	March 25
Allentown, PA Call Chron.	April 1
Harrisburg Patriot News	April 1
Erie Times Union	April 15
Cleveland Plain Dealer	April 8
Lancaster, PA Journal	April 1
Elmira, NY Telegram	April 1
Scranton Scrantonian	April 1
Butler Eagle	April 7

PENNSYLVANIA

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TV

<u>STATION</u>		<u>DATE</u>
WMAR	Baltimore	<u>2/22</u> , 2/23, <u>3/8</u> , 3/9, <u>3/22</u> , 3/23, <u>4/5</u> , 4/6
WNBF	Binghamton	<u>3/1</u> , 3/2, <u>3/15</u> , 3/16, <u>3/29</u> , 3/30, <u>4/12</u> , 4/13
WICU	Erie, PA	<u>3/8</u> , 3/9, <u>3/22</u> , 3/23, <u>4/5</u> , 4/6, <u>4/19</u> , 4/20
WJAC	Johnstown/Altoona	<u>3/1</u> , 3/2, <u>3/15</u> , 3/16, <u>3/29</u> , 3/30, <u>4/12</u> , 4/13
WGAL	Lancaster, PA	<u>3/1</u> , 3/2, <u>3/15</u> , 3/16, <u>3/29</u> , 3/30, <u>4/12</u> , 4/13
WPVI	Philadelphia, PA	<u>2/22</u> , 2/23, <u>3/8</u> , 3/9, <u>3/22</u> , 3/23, <u>4/5</u> , 4/6
KDKA	Pittsburgh, PA	<u>3/1</u> , 3/2, <u>3/15</u> , 3/16, <u>3/29</u> , 3/30, <u>4/12</u> , 4/13
WDAU	Scranton/Wilkes Barre	<u>2/22</u> , 2/23, <u>3/8</u> , 3/9, <u>3/22</u> , 3/23, <u>4/5</u> , 4/6
WKBN	Youngstown, OH	<u>2/22</u> , 2/23, <u>3/8</u> , 3/9, <u>3/22</u> , 3/23, <u>4/5</u> , 4/6
WJW	Cleveland, OH	<u>3/1</u> , 3/2, <u>3/15</u> , 3/16, <u>3/29</u> , 3/30, <u>4/12</u> , 4/13
WBEN	Buffalo, NY	<u>3/1</u> , 3/2, <u>3/15</u> , 3/16, <u>3/29</u> , 3/30, <u>4/12</u> , 4/13

TV (continued)

WTRF	Wheeling/Steubenville	<u>2/8</u> , 2/9, <u>2/22</u> , 2/23, <u>3/8</u> , 3/9, <u>3/22</u> , 3/23
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Note: Underlined dates are to run one time on early local news; those not underlined are to run one time on early local news and one time on late local news.

RADIO

Allentown/Bethlehem	3/29, 3/30, 4/12, 4/13, 4/26, 4/27
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Altoona, PA	4/5, 4/6, 4/19, 4/20, 5/3, 5/4
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Erie, PA	4/12, 4/13, 4/26, 4/27, 5/10, 5/11
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Harrisburg, PA	4/5, 4/6, 4/19, 4/20, 5/3, 5/4
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<u>WKST</u>	Newcastle, PA	3/29, 3/30, 4/12, 4/13, 4/26, 4/27
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<u>WCAZ</u>	Philadelphia, PA	3/29, 3/30, 4/12, 4/13, 4/26, 4/27
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