

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.

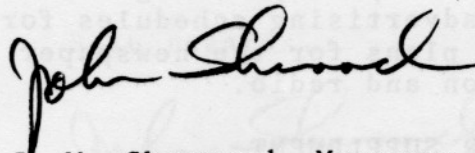
TV and radio spots will both incorporate the "Yellow Pages"



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

