

Announcing . . .

# SECOND SHOT INSERT PROGRAM

Here's a copy of  
our "SECOND SHOT" program  
in case you missed  
out earlier.  
Dave Quincey

**WHAT IS IT?** Your chance to put the Elec-Trak 8 page insert — a proven tractor seller — into your local newspaper, penny saver shopper news, or house-to-house distribution system.

**WHEN IS IT?** April 1 — May 30. Offer limited to one time per dealer. First come, first serve. Insert quantities are limited.

**WHAT'S IT COST YOU?** Nothing for the inserts — they're free up to the 10,000 limit established. Plus, we'll co-op 50/50 up to \$500 (\$250 you, \$250 GE) your cost to insert and imprint your name. You must have prior approval (Green form OPF74-1) for expenditures greater than \$500. total.

**WHO CHOOSES MEDIA?** You do. We reserve the right to approve your choice and offer alternate methods if necessary.

**WHO MAKES THE ARRANGEMENTS?** You do. We ship the inserts to you or your newspaper and you take over from there. You arrange insertion, imprinting, etc. You pay all bills, we accept no direct billing from media.

**HOW DO YOU GET 1/2 YOUR \$ BACK?** Simple. Submit *paid* invoice, *copy of insert* and *white co-op* claim form OPF74-3. To receive credit *all of the above* must be in to Schenectady within 60 days of date of expense.

**CAN TWO OR MORE DEALERS PARTICIPATE TOGETHER?** Sure can. It's to your advantage to do so because the more dealers going in the same newspaper, the bigger the paper can be. That's because every dealer is allowed up to 10,000 inserts. So if 3 dealers run together in the same paper, that paper can have a 30,000 circulation.

**HOW DO YOU GET YOUR INSERTS?** Fill out the attached form OPF74-5 *completely*. Upon receipt of the form and approval, we'll ship your quantity of inserts prepaid. Allow 2-3 weeks for shipping. No shipments will be made by air. No phone orders please.

## IDEAS FOR DISTRIBUTION

- Local Newspaper — Small Weekly Newspapers usually have quality circulation at low cost.
- Pennysaver Shopper — Gets into every home weekly for low cost. Carefully choose your area of distribution.
- Direct Mail —
  - a. Have local postmaster mail inserts to rural boxholders. No individual labels required for these. Bulk mailing permit required.
  - b. Mail inserts to your customers and prospects.
  - c. Buy a list of homeowners from a local mailing house.
- Personal Distribution — Arrange for a Scout troop or other organization to hand deliver inserts to homes with good size lawns. Pay by the piece delivered.

General Electric Company  
Outdoor Power Equipment Operation  
Corporations Park, Bldg. 702  
Schenectady, N.Y. 12345

GENERAL  ELECTRIC





"SECOND SHOT" CO-OP INSERT FORM

DEALER NAME AND ADDRESS: (List all, if more than one dealer)

\_\_\_\_\_  
DATE

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PHONE: \_\_\_\_\_

SALESMAN: \_\_\_\_\_

PLANNED USE: \_\_\_\_\_ NEWSPAPER \_\_\_\_\_ DIRECT MAIL \_\_\_\_\_ OTHER

NAME OF NEWSPAPER: \_\_\_\_\_

DISTRIBUTION DATE: \_\_\_\_\_

PLANNED USE (IF OTHER THAN NEWSPAPER): \_\_\_\_\_

SHIPPING ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ ZIP \_\_\_\_\_

QUANTITY NEEDED: \_\_\_\_\_  
(10,000 Maximum)  
TOTAL COST: \_\_\_\_\_  
(\$500.00 Maximum: \$250.00 You,  
\$250.00 OPEO)

DATE NEEDED: \_\_\_\_\_ - No Phone Orders  
(NO AIR SHIPMENTS - ALLOW 2-3 WEEKS DELIVERY FROM DATE OF RECEIPT.)

\_\_\_\_\_  
DEALER SIGNATURE

\_\_\_\_\_  
DATE

THIS OFFER IS LIMITED, FIRST-COME, FIRST-SERVED BASIS. OFFER GOOD ONE TIME PER DEALER DURING PERIOD APRIL 1, 1974 TO MAY 30, 1974 ONLY.

DISTRIBUTION

- WHITE COPY - MGR., ADVERTISING
- YELLOW COPY - SALESMAN
- PINK COPY - DEALER

To receive inserts this form must be completely filled out.

Return To:

**General Electric Company**  
**Outdoor Power Equipment Operation**  
**Corporations Park, Bldg. 702**  
**Schenectady, N.Y. 12345**  
Attn: D.A. Quincy