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JOHN
SIEBENTHALER
advertising ■ marketing ■ public relations

ATTN: MARKETING

Get It In Print

Secret Ingredients: Tools, Talent, Technique



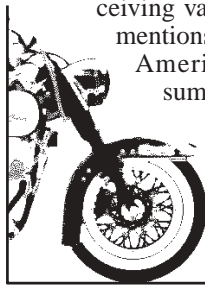
NOVEMBER, 1997

European Dealer News, Europe's premier big bike trade pub, features cutting edge Euro-design and engaging editorial. Topical reporting gets read cover to cover in 22 countries!! Clever ads alone are worth the price - for info call: 011 441 892 511516 or fax 'em at 011 441 892 511517.

(ST. PETERSBURG, FL) How often does a small communications shop see simultaneous client mentions just pages apart in the same media, at the same time?

That's exactly what happened when *Truett & Osborn Cycles* (Wichita, KS) and *Confederate Motorcycles* (Baton Rouge, LA) were featured in the September issue of *European Dealer News* (EDN), Europe's colorful and highly regarded big bike trade publication.

At the same time, both firms are also receiving valuable exposure from mentions and features in North American trade and consumer magazines.



"Being able to digitally prepare and distribute project information makes a dramatic difference in the success of both paid and unpaid media," accord-

ing to award-winning creative guru and veteran copywriter John Siebenthaler.

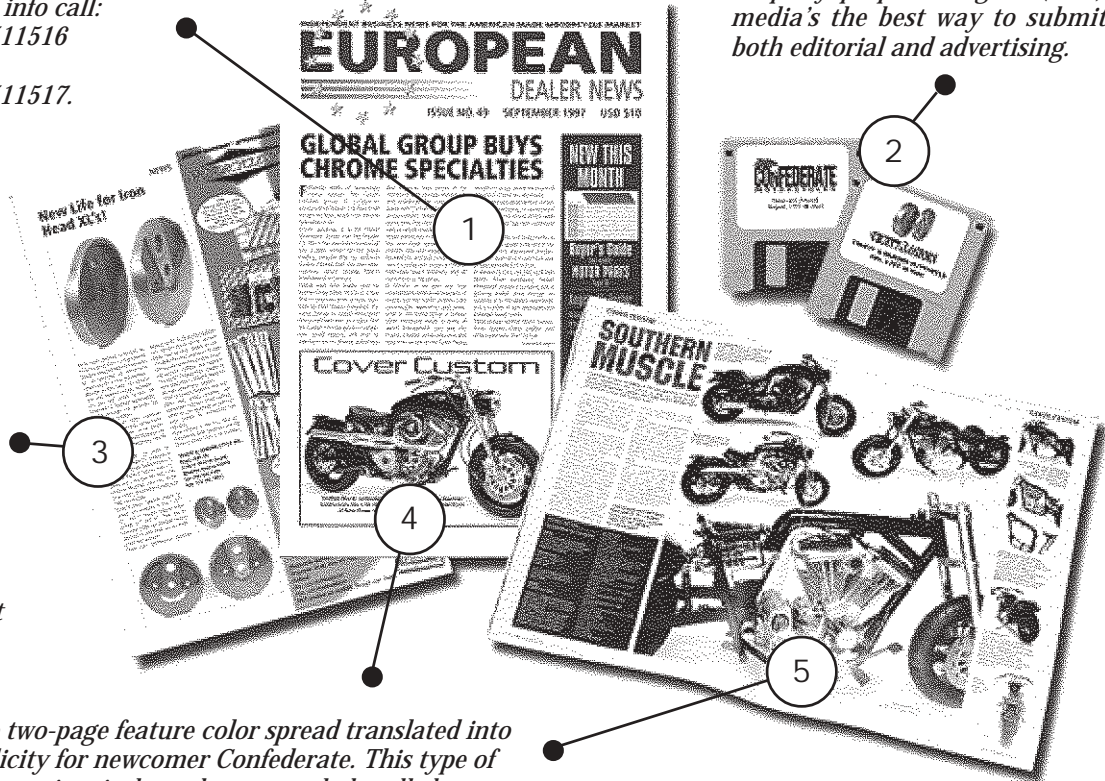
"While desktop publishing has revolutionized the preparation of advertising and publicity materials, traditional publishing is still ink on paper printed by a press. What's important is that while (issue) lead times haven't changed significantly, our ability to respond quickly and accurately has."

Effective advertising, promotion and public relations are very much dependent on several major ingredients. Among them are: a legitimate product or service; professional analysis, preparation and distribution; exclusivity of the featured item; and demonstrable benefit to the user.

To discuss marketing, advertising or promotion for your firm, service or product, call John Siebenthaler at (813)397-5087, fax him at (813)398-4953, or e-mail to 'siebenthaler@compuserve.com'.

Properly prepared digital (Mac) media's the best way to submit both editorial and advertising.

Who says Truett & Osborn iron flywheels aren't sexy? Gray scale (b&w) halftones, combined with appropriate applications specific to publication needs, help editors make best use of materials.



Cover lead into two-page feature color spread translated into enormous publicity for newcomer Confederate. This type of editorial treatment is priceless when properly handled.