

MEMO TO: Claudia Crenshaw
Publications Department

FROM: Nancy Mendez
Sales and Marketing Director

DATE: September 13, 20—

SUBJECT: Ad in the *Arizona Daily Sun*

Claudia, please include the following criteria in our ad that will run in the *Arizona Daily Sun* this Sunday:

1. Quarter-page ad
2. Run-time: 2 weeks
3. Location: Business Section as well as Classified Section
4. Contact: Include telephone, fax, and e-mail numbers

This is our first ad piece in the *Sun* since we ran that special promotion last March. Let's add some graphics to make this one an "eye-catcher."

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