

Sealund Sampler— Capabilities CD Liner

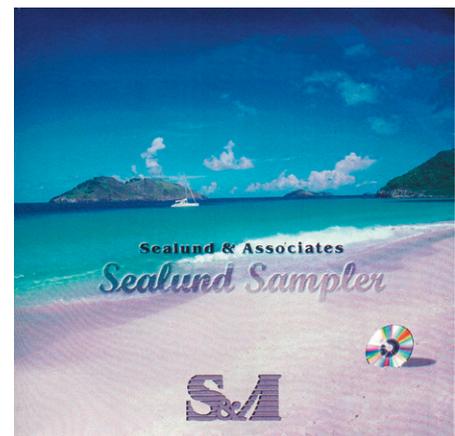
Objective

Provide a general description of the company's cornerstone marketing piece—their CD capabilities presentation.

Copy

The enclosed Sealund sampler provides a dynamic multimedia experience. You'll see how five companies like yours partnered with Sealund and Associates to produce state-of-the-art computer-based training systems and multimedia presentations. With S&A's track record of on-time and on-budget performance, we are confident of

exceeding your expectations.



Refreshed Brochure

Objective

To provide a creative lead-in to supplied informational text. The intent was to focus the reader on the positive benefit rather than what many consider to be an unpleasant topic.

Copy

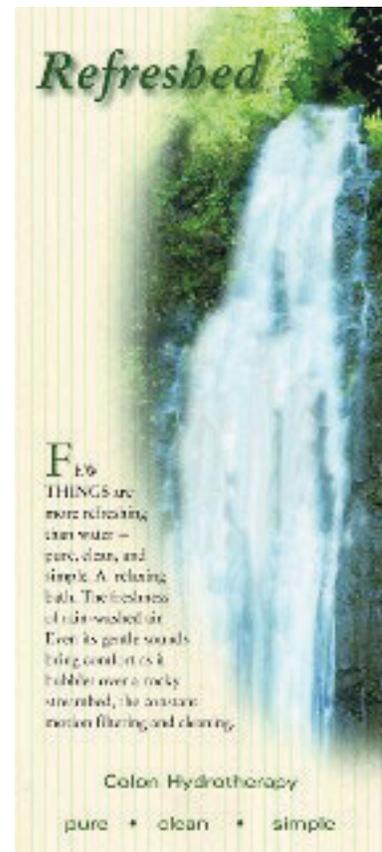
[cover]

Few things are more refreshing than water—pure, clean, and simple. A relaxing bath. The freshness of rain-washed air. Even its gentle sounds bring comfort as it bubbles over a rocky streambed, the constant motion filtering and cleaning.

[inside]

But we all know what happens when a stream grows stagnant. Clogged by refuse, decaying materials are no longer safely pushed onward and toxins accumulate. It's in this kind of environment that disease and parasites thrive. In nature, it would take nothing short of a flood to correct such a situation—a surge of water that momentarily overwhelms the blockage so that the stream can once again function normally. Waste, decay, toxins and parasites are washed away. Balance is restored. The land is ...

refreshed.



Cinema Review— Publisher's Letter to Advertisers

Objective

Convey the distinguishing benefits of advertising with *Cinema Review* magazine.

Copy

From the Publisher

Dear Advertiser:

I am very excited to offer you this opportunity. During the five-plus years of publishing *Cinema Review* on the Internet, I have discovered that the average moviegoer is a great customer.

The moviegoer is one of the most desirable target audiences for marketers. AC Nielson EDI reports in 2002 indicate that moviegoers are young, active, educated and affluent opinion leaders. Over half of them fall between the

ages of 18 and 49 and nearly a third are between the **ages of 18 and 34—by far the most elusive and expensive audience for marketers to reach.** *Cinema Review* delivers access to this highly sought after demographic.

Take a brief look at these pages and I'm sure you'll reach the same conclusion I have—**that *Cinema Review* offers a great value for your advertising dollar.**

Sincerely,

Russell W. Girod.
Publisher

The logo for CINEMA Review features the word "CINEMA" in a large, bold, orange, italicized sans-serif font. Below it, the word "Review" is written in a smaller, white, sans-serif font with a slight shadow effect.

Last Say Ministries— Fictionalized Appeal Letter

Objective

Write an article that will convey the need for one of this ministry's new services—a nationwide ministry coordination center.

Copy

At the Point of Turning

"I really blew it this time," Jody sighed into the phone as her finger traced the scratches in the worn beige paint of the booth. The officials of San Diego County had done their best to build a facility that could stand up to the worst, but the scratches that connected the perforations in the metal surface like a dot-to-dot kaleidoscope were a testament to their failure.

Nancy, on the other end of the line (and at the other end of country), was grief-stricken at the news her niece had just relayed through stifled sobs. It's so sad, Nancy thought to herself as she listened to her niece's distress. Jody had had such promise as a young girl. She'd loved to sing, and was an asset to school productions and church plays. But then something happened and she'd started distancing herself from family and school activities. Hanging out with the wrong crowd, she'd been in the car when her boyfriend robbed a convenience store at gunpoint.

Just now, on the phone, Nancy could tell that her brother's daughter was ready for a change in her life. If only there was a way to visit her ...

Although the above account is fictional, variations of this theme are played all over the country every day of the year. People who have been living on the edge suddenly find themselves falling over—with nothing to hang on to and looking for someone to catch them. Getting thrown in jail for a crime is often a wake-up call that they haven't done such a hot job running their lives and they are open for a change. And that's where Hell's Bail comes in.

Those in Jail are Ripe Fruit

Over fifteen years ago, God put a desire in Stan Moss' heart: the desire to put trained ministers in contact with any inmate anywhere in the country who's at that place, the point of turning, where they're ready and willing to see someone who can lead them into hope.

Stan Moss, Director of Last Say Ministries, stresses the importance of this time in a person's life. For anyone who is arrested, the first stop is the local jail. Now the jail, a temporary holding area for people waiting for trial, is much different than a prison. Stan goes on to explain, "A prison is a community all its own, with its cliques and various social groups. For instance, there's gang groups, and, yes, Christian groups. A person just arriving at a prison facility will feel strong pressure to quickly hook up with a group as a matter of survival. Also there are those who isolate themselves from everyone. Once an inmate has decided where to hook in, or that he won't, he will most

FlameSafe® Brochure

Objective

Introduce a new product to existing customers for a manufacturer's representative.

Copy

FlameSafe® FS1900 High Performance Elastomeric Firestop Sealant

FlameSafe FS 1900 sealant is a high solids, water-based intumescent compound which expands to 100% of its installed volume. Engineered to provide exceptional adhesive and elastomeric properties, this sealant meets the demanding requirements of caulk joints between concrete wall and floor slabs or above gypsum wallboard partitions. In addition, it is suitable for use as annular fill around pipe, cable and PVC in environments subject to frequent expansion or vibration.

Specify with Confidence

International Protective Coatings (IPC) offers the widest and most comprehensive range of firestop technologies in the world today. FlameSafe firestop products have a history that goes back more than 25 years, long before the

need for passive fire protection systems was generally recognized. IPC is the innovation leader.

The versatility of FlameSafe FS1900 sealant is truly unprecedented. Its unique combination of elasticity, intumescence, and superior adhesion render it suitable in nearly any through-penetration or expansion joint situation.

IPC continues to test FS 1900 systems with Underwriter's Laboratory. You can be assured that there is an appropriate system for most firestop situations that you may encounter.

Bu-Nell of Florida

A partner with IPC in Florida since 1987, Bu-Nell is highly qualified to provide timely and reliable technical solutions to your firestopping problems. Complete and mail the enclosed reply card to put us to work on your project. You may also call us at (813) 854-5400.

Unified Oil Change Procedures

Objective

Reduce inconsistencies, errors, and the cost of differing procedures with a single set of oil-change instructions applicable to all push mowers. Reduce technical references to a bare minimum. Structure content in such a way that elements that differ machine-to-machine can easily be swapped out.

Copy

Checking the Engine Oil Level

Service Interval: Before each use or daily

Important: *You must screw the dipstick all the way into the oil fill tube to check the oil fill level.*

1. Move the machine to a level surface.
2. Remove the dipstick and wipe it clean. Insert the dipstick back into the oil fill tube and screw it all the way in until it stops. (Figure 11).

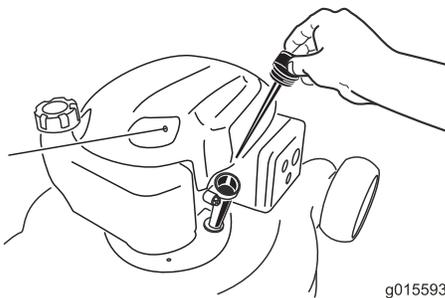


Figure 11

3. Remove the dipstick again and see if the oil level is good. Figure 12 shows how to read the dipstick.

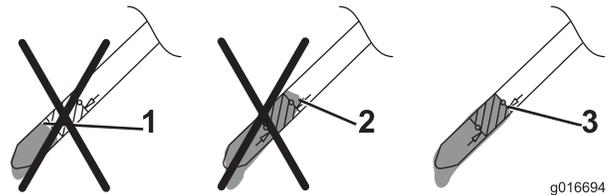


Figure 12

1. Oil level is too low
 2. Oil level is too high
 3. Oil level is good
4. Depending on the oil level, do one of the following:
 - If the dipstick shows that the oil is too low, add oil to the engine; see Filling the Engine with Oil (page 16).
 - If the oil level is too high, remove some of the oil; see Draining the Engine Oil (page 16).
 - If the oil level is good, install the dipstick and hand tighten it so that it will not come loose while the engine is running.

