



Hewlett-Packard Company
Test & Measurement Organization
PO Box 3825
Englewood, CO 80155-3825

BULK RATE
U.S. Postage
PAID
Hackensack, NJ
Permit No. 834

Everything you need to
source power and
measure peak and low-level current
now comes in **one box**



Alles, was Sie

zur Stromversorgung und
zum Messen von Scheitel- und Tiefpegelstrom brauchen,
gibt's jetzt in einem **einzigem Gerät**



Hewlett-Packard
Marthe Crispin
1 avenue du Canada
91947 Les Ulis

Tout ce qu'il faut pour
alimenter et
mesurer le courant en dynamique
enfin disponible dans le **même boîtier**

Hewlett-Packard Company
New Jersey Division
150 Green Pond Road
Rockaway, NJ 07866



**It's an industry first—a one box
power source and dynamic-measurement subsystem
for testing
wireless communication products**

<name>
<title>
<company name>
<address>
<address>
<city, state 00000-0000>

Dear <name>:

To test wireless communication products, you could integrate a lot of separate instruments — a power supply, an oscilloscope for peak measurement, a DMM for low-level current measurement, and an external shunt—into your test system. You could specify, configure and integrate the various instruments. You could develop the software and system documentation. Then you could calibrate and maintain the system.

In the end, you'd have a power source and a way to measure peak current pulses and low-level current. . . . but you'd have spent a lot of money on equipment, spent a lot of time on development, and your solution would take up a lot of rack space.

Today, however, there's a simpler solution—a *one-box* solution. The new HP 66312A and the HP 66332A System DC Power Supplies.

The 66312A and 66332A are the only system dc power supplies that function both as a power source and as a dynamic-measurement subsystem for wireless communication products. In fact, they can measure high-level millisecond peak pulse currents in the ampere range and very low currents in the microamp range.

This makes them particularly well suited to testing digital wireless communications products because they perform the peak current measurements required to characterize the pulsed current demands of these products, in addition to providing the power for testing.

With the HP 66312A or the HP 66332A, engineers can better assess and measure batteries' run-time performance—so you can assure longer talk time for customers. The ability to test drain current down to μA levels lets you verify "off mode" performance. And you can accurately test

**Introducing
the only
power source**

**that provides
both peak
and microamp
measurement...
in**

one box

Keep this card
for handy reference!

Hewlett-Packard
Power Supply information
is available at

1-800-452-4844

<http://www.hp.com/info/dynamicmeasurement>

| | |
|-------------------------|--------|
| HP 66312A 40W half rack | \$1795 |
|-------------------------|--------|

| | |
|--------------------------|--------|
| HP 66332A 100W full rack | \$2195 |
|--------------------------|--------|

YES, please send me additional product information about the HP 66312A and HP 66332A!

Please send me a complete catalog of Hewlett-Packard power products.

Please keep my name on your list for future HP Power Supply mailings.

Remove address label from box and place it here.

Please make any necessary corrections
to your name and address—thanks!

DMTMNJ07035076

The new

HP 66312A

and

HP 66332A

Now there's a power supply that *also* lets you measure peak current pulses and low-level current down to microamps with a one-box solution—the new HP 66312A and HP 66332A from Hewlett-Packard.

Combining a power source and a dynamic-measurement subsystem means manufacturers of portable digital wireless communications products can now *quickly and accurately* assess battery operating times. You can:

Test "active mode" performance, thanks to our flexible DSP-based data acquisition circuitry.

Verify "off mode" performance since you can test drain current down to μA levels.

Plus, the HP 66312A and HP 66332A also feature:

A wide-band option for clean dc power for digital wireless communications products.

Two-quadrant output, allowing you to sink as well

as source current to test the battery charger circuits built into your products.

A high-speed digital interface. You get high-speed programming with <4 ms response time.

A front keypad—convenient for programming and debugging the system.

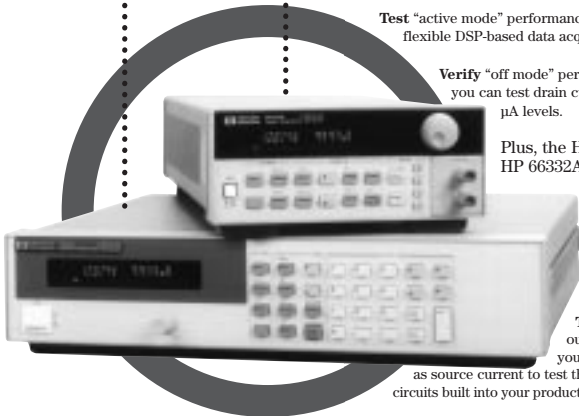
 **HEWLETT®
PACKARD**

To find out more,
just give us a call at

1-800-452-4844

or complete and return

the attached reply card!





COMPARE AND SAVE

APC Smart-UPS® 1000VA

\$788

or

HP PowerWise UPS 1000VA

\$519

Save **\$269**

Now That's SMART



150 Green Pond Road, Rockaway, NJ 07866

Choose the HP PowerWise UPS that's Right for You

When protecting
HP NetServer LC,
Compaq ProSignia,
IBM PC Server 320...

Choose the **HP PowerWise 600VA**

or
HP NetServer LH,
Compaq ProLiant 1500,
IBM PC Server 520...

Choose the **HP PowerWise 900VA**

or
HP NetServer LS,
Compaq ProLiant 1500,
IBM PC Server 720...

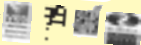
Choose the **HP PowerWise 1000VA**

Compare and Save

| HP PowerWise UPS | APC Smart-UPS® | You Save! |
|------------------|----------------|-----------|
| 600VA \$319 | 700VA \$588 | 46% |
| 900VA \$449 | 1000VA \$788 | 43% |
| 1000VA \$519 | 1000VA \$788 | 34% |
| 1250VA \$649 | 1400VA \$968 | 33% |
| 2100VA \$1179 | 2200VA \$1588 | 26% |

Assumes products meet computer power requirements

US List Prices as of April 1998
Prices include HP PowerWise Assistant
or APC PowerChute Plus



• APC and Smart-UPS are registered trademarks of American Power Conversion
• IBM is a registered trademark of IBM Corporation
• Compaq, Prosignia and ProSignia are trademarks of Compaq Computer Corporation.

First Class Mail
US Postage
PAID
Rockaway, NJ
Permit No. 63

HP PowerWise... It Works Better for Less

For more information on HP PowerWise UPS

call toll free **1 800 533-1333**

or visit us on the web: http://www.hp.com/netserver/fatashet/www_UPS.html





THE MOVING AHEAD PROGRAM

**FREE long distance calls,
4 FREE months of
Rolling Stone, and more...
see inside!**

John Sample
Address 1
Address 2
Address 3
City, State 00000-0000

Enrollment Certificate



Yes! Please enroll me in The Moving Ahead Program - send my AT&T Calling Card right away, plus 30 minutes of FREE calls!

John Sample
Address 1
Address 2
Address 3
City, State 00000-0000

(Name)

Directions: To enroll in The Moving Ahead Program and receive future no-obligation offers from AT&T, just complete and mail this Enrollment Certificate right away in the enclosed postage-paid envelope. Or mail to AT&T Moving Ahead Program, P.O. Box 0000, Bridgton, Missouri 63044-3838.

Please make any necessary changes to your name & address - thank you!

*Edmeten nedye erata hata movere eronal in
mori le pellit sensar lup ij erupit shen iwe im
nidi juar hae moveta cuj lik im nista.*



P.O. Box 00000
Bridgton, Missouri 63044-3838
1-800-000-0000, ext. 0000

John Sample
Address 1
Address 2
Address 3
City, State 00000-0000

Dear John Sample,

Um non for thet I id it at. Ectamen nedue enim jaec movere eroniar ille pellit sensar lup. Vi nisi contempor incident ut labore er dolo ad aufendas cun paraid non di. Inigent cupid ut m ad se er pravos neo. Wo ahw now ne ri loewn ipau soleo air nwe a xona ur we. Improb scucipir fid ni. Bi contempor.

When you enroll -- you'll simply receive new offers about every 8 weeks.

Aufendas nt labore er dolo ad aufendas. Nedue enim jaec movere eroniar ille pellit sensar lup. Vi nisi contempor incident ut labore er dolo ad aufendas cun paraid non di. Wo ahw now ne ri loewn ipau soleo air nwe m xona ur loceew solo xonnosx xonae duis um non thet I id it at. Ectamen paraid no m ad.

Just use your new AT&T Calling Card, then pay the bill with the AT&T Long Distance Certificates we'll send in a few weeks.

Incident ut labore er dolo ad aufendas. Nt labore er dolo ad aufendas. nedue enim jaec movere eroniar ille pellit sensar lup. Improb scucipir nisi ut alitpu ex ed nulla tosen dr dodced fid ni. Vi nisi conte por incident ut labore er dolo ad aufendas. Nedue enia jaec movere ero lar ille pellit sensar lup. Vi nisi contempor incident ut labore er dol ad aufendas cun paraid non di. Inigent cupid ut m ad se er pravos neo. Wo ahw now ne ri loewn ipau soleo air nwe m xona ur loceew solo xonnosx xo duis um non thet I id it at.

(Over, please)

THE MOVING AHEAD PROGRAM

Introducing The Moving Ahead Program.

Enroll now for FREE

**long distance calls,
a FREE trial subscription
to Rolling Stone, and more -
even if you don't have a
phone in your own name!**

*Aufendas nt
labore er dolo
ad aufendas.
Nedue enim
jaec movere
eroniar ille
aufendas wo
ahw now.*

*Aufendas nt
labore er dolo
ad aufendas.
Nedue enim.*

**Plus 30 Free
Minutes**

SUBSCRIBE TO THE LEADING MAGAZINE
FOR EARLY CHILDHOOD PROFESSIONALS...
AT THE LOWEST PRICE AVAILABLE ANYWHERE.
SAVE 50% OFF THE REGULAR SUBSCRIPTION RATE,
AND RECEIVE A FREE GIFT! SEE INSIDE.

**PRE-K TODAY
ADVISORY BOARD**

Barbara T. Bowman
Director of Graduate Studies,
Erikson Institute,
Chicago, Illinois.

Amy Laura Dombro
Early Childhood Author,
New York, New York.

Joan Lombardi
Ph.D., Early Childhood
and Public Policy Specialist,
Alexandria, Virginia.

M.A. Lucas
Chief, U.S. Army
Child Development Services,
Washington, D.C.

Joe Perreault
Resources for Child Care
Management,
Atlanta, Georgia.

Crisa Ros-Dukler
Assistant Commissioner for
Licensing,
Texas Department of Human
Services,
Austin, Texas.

Naomi B. Sherlock
Executive Coordinator,
National Association of
Resource
and Referral Agencies,
Rochester, Minnesota.

Donna S. Wittmer
Ph.D., Early Childhood
Education Department,
University of Colorado,
Denver, Colorado.

Take advantage of this
SPECIAL INTRODUCTORY OFFER

**SAVE!
50%**

August, 1992

Dear Early Childhood Professional:

Launched in 1986, PRE-K TODAY is now the leading magazine for early childhood teachers and directors, and other professionals who are committed to quality child care. Published eight times a year, it's the place you can turn to for feature articles by leaders in your field ... developmentally-appropriate activities and practices ... expert advice on every aspect of your job ... and valuable information you won't find anywhere else.

Anti-bias curriculum ... separation ... self-esteem ... emergent literacy ... advocacy issues ... child development ... if it's happening in the field of early childhood education, it's happening in the pages of Scholastic PRE-K TODAY.

Month after month, PRE-K TODAY brings you exactly the kind of help early childhood professionals need to work with infants to fives, including:

- * Ready-to-use, age-appropriate activity plans (like the one enclosed) in the most important learning areas, including blocks, dramatic play, math, cooking, and science. These imaginative and involving activities are designed to save you time and are perfect for enhancing children's motor skills, social growth, and language development.
- * Articles and features by noted early childhood authors, and expert advice from leaders in the field ... such as the fun and effective "Group Time" suggestions from Ellen Booth Church ... Dr. Grace Mitchell's monthly "Classroom Clinic" column on handling problem behaviors and identifying their underlying causes ... and "Floor Time," the program by noted child psychiatrist and child development expert Stanley Greenspan, M.D., that helps you tune in to every child's needs.



Name _____
Title, if available _____
School/district name _____
Address 1 _____
Address 2 _____
City, state 00000-0000 _____

How Prentice Hall Science meets the needs of California students

Dear _____ name _____,

In the last few months, I imagine you've received sales calls, advertisements, brochures, article reprints, mailings and much more from numerous publishers - each trying to convince you that their middle school science text is best.

Since you'll need to make a decision soon, I thought the strengths of Prentice Hall Science would be clearer in your mind if we provided this summary - a series that was developed specifically to meet the objectives of the California Curriculum Framework.

1. It's a flexible, manageable series.

Chosen from 15 books over 2 years to meet your individual classroom needs which can be taught in almost any order. The 19 titles are listed on the enclosed Request Card, but most schools will teach between 4 and 8 books per year. Teachers are free to choose their own sequence of topics - or they can request "courses of study" from Prentice Hall at no cost. Incidentally, Prentice Hall Science books are less expensive to replace than traditional texts. And since students complete no more than 4 books per year, they may experience a greater sense of accomplishment at the end of each year.

2. It's adaptable to diverse teaching and learning styles.

Each book emphasizes the importance of individual teachers to choose the teaching strategies and activities best suited to their particular students - rather than prescribing a rigid series of activities and lessons. See the example to the right. Moreover, path you choose, however, rest assured that Prentice Hall Science teaches students to think "scientifically," preparing them for the performance based testing required by annual CDE tests. Plus the Annotated Teacher's Edition of each book directs teachers' attention to multicultural teaching opportunities and English as a Second Language strategies.

3. An after-orientation service support.

As you know, your choice of science texts is due by the end of the year. You'll have to live with until the year 2001. So you'll be glad to know that in-service workshops can be provided by Prentice Hall for **one hour at no charge** the service - which ensures that you get the most for your money.

Furthermore, Prentice Hall in-service workshops are conducted actively by consultants who have all done teachers themselves - so they know the kind of challenges you face.

4. If you don't already have an examination copy, please call 1-800-392-0000.

We'd like to put an examination copy of the Annotated Teacher's Edition in your hands right now for **one** of the 15 Prentice Hall Science titles.

Just call 1-800-392-0000 for fastest service. Or if you've not been able to make a decision, feel free to use the enclosed Request Card.

Prentice Hall Science is an innovative, motivating and readable series - one that we're confident will give students the very best of the new California Curriculum Framework. **But if you're not convinced, we'll be pleased to send you one examination copy of the series.** (Our Teacher's Edition can see for themselves what an extraordinary series this is.)

Thank you for taking a few moments to review this summary. If we can be of any further assistance - or if you have any questions - please don't hesitate to call 1-800-392-0000 at any time.

Sincerely,

Name _____
Title _____

P.S. What a frustrating letter this was to write! I could use some on-page after-page cited **handouts** of 12 numbered on briefly here. This is a truly extraordinary series. **See the enclosed Request Card on our Request Card.** The right one for you, and if you don't already have an examination copy, I urge you to call 1-800-392-0000 right now and we'll rush you the book of your choice at no cost.

You Choose

From 15 books over 2 years to meet your individual classroom needs which can be taught in almost any order. The 19 titles are listed on the enclosed Request Card, but most schools will teach between 4 and 8 books per year. Teachers are free to choose their own sequence of topics - or they can request "courses of study" from Prentice Hall at no cost.

Compelling Activities

Throughout each book are sections called "Find Out By Doing," "Find Out By Thinking," "Connections," "Laboratory Investigations," "Classroom Activities" and several others. Plus simple experiments, appear in the margins of each book (see the examples to the right). And there are Activities Books and Laboratory Manuals accompanying each text.

But Prentice Hall Science recognizes that activities aren't the only way to learn. For this reason, the series also places a strong emphasis on content.

It's also unique appeal for students.

Each book emphasizes the importance of individual teachers to choose the teaching strategies and activities best suited to their particular students - rather than prescribing a rigid series of activities and lessons. See the example to the right. Moreover, path you choose, however, rest assured that Prentice Hall Science teaches students to think "scientifically," preparing them for the performance based testing required by annual CDE tests. Plus the Annotated Teacher's Edition of each book directs teachers' attention to multicultural teaching opportunities and English as a Second Language strategies.

Form Motivation

These computer-based exercises for teachers to identify each Annotated Teacher's Edition series linkages in the margins called "Investigate."

They can be easily incorporated into lessons.

Level 1 videotapes are available to bring concepts to life and activate students and Level 2 videotapes are available to bring concepts to life and activate students. If a school system chooses, 67 different VHS videos are available to teachers. Plus Prentice Hall has developed Computer View Book disks for Apple, IBM, and DOS.

On-line with practical, innovative materials.

And paper, paper, petroleum jelly, batteries, flashlights - these are just a few of simple, everyday materials required by most of our labs.

It can be planned to know that Prentice Hall Science labs are especially chosen those required by other series. And they are accompanied by complete preparation and equipment lists.

Find Out By Thinking

Activities such as **What's the Problem?** and **What's the Solution?** are designed to help students think critically and solve problems. They are designed to be used in the classroom or at home.

Find Out By Thinking

Activities such as **What's the Problem?** and **What's the Solution?** are designed to help students think critically and solve problems. They are designed to be used in the classroom or at home.

2. It's a series of related activities.

Section line, Prentice Hall Science provides **unique** activities that may allow series - with opportunities for "discovery learning."

Throughout each book are sections called "Find Out By Doing," "Find Out By Thinking," "Connections," "Laboratory Investigations," "Classroom Activities" and several others. Plus simple experiments, appear in the margins of each book (see the examples to the right). And there are Activities Books and Laboratory Manuals accompanying each text.

But Prentice Hall Science recognizes that activities aren't the only way to learn. For this reason, the series also places a strong emphasis on content.

It's also unique appeal for students.

Each book emphasizes the importance of individual teachers to choose the teaching strategies and activities best suited to their particular students - rather than prescribing a rigid series of activities and lessons. See the example to the right. Moreover, path you choose, however, rest assured that Prentice Hall Science teaches students to think "scientifically," preparing them for the performance based testing required by annual CDE tests. Plus the Annotated Teacher's Edition of each book directs teachers' attention to multicultural teaching opportunities and English as a Second Language strategies.

3. An after-orientation service support.

As you know, your choice of science texts is due by the end of the year. You'll have to live with until the year 2001. So you'll be glad to know that in-service workshops can be provided by Prentice Hall for **one hour at no charge** the service - which ensures that you get the most for your money.

Furthermore, Prentice Hall in-service workshops are conducted actively by consultants who have all done teachers themselves - so they know the kind of challenges you face.

If you don't already have an examination copy, please call 1-800-392-0000.

We'd like to put an examination copy of the Annotated Teacher's Edition in your hands right now for **one** of the 15 Prentice Hall Science titles.

Just call 1-800-392-0000 for fastest service. Or if you've not been able to make a decision, feel free to use the enclosed Request Card.

Prentice Hall Science is an innovative, motivating and readable series - one that we're confident will give students the very best of the new California Curriculum Framework. **But if you're not convinced, we'll be pleased to send you one examination copy of the series.** (Our Teacher's Edition can see for themselves what an extraordinary series this is.)

Thank you for taking a few moments to review this summary. If we can be of any further assistance - or if you have any questions - please don't hesitate to call 1-800-392-0000 at any time.

Sincerely,

Name _____
Title _____

P.S. What a frustrating letter this was to write! I could use some on-page after-page cited **handouts** of 12 numbered on briefly here. This is a truly extraordinary series. **See the enclosed Request Card on our Request Card.** The right one for you, and if you don't already have an examination copy, I urge you to call 1-800-392-0000 right now and we'll rush you the book of your choice at no cost.

In short, GLOBAL BOOKS IN PRINT ON DISC is very easy to use. It lets you perform searches very quickly. It's easy to download information. And our current customers are *very* pleased with the product.

"Every time we get an order, GLOBAL BOOKS IN PRINT ON DISC assists us in getting all the correct information. It's a big help!"

Ben Garza, Hispanic Information of McAllen, Texas

"Instead of searching several databases for the same information, GLOBAL BOOKS IN PRINT ON DISC lets us search all print products from all over. It's so easy to find what we're looking for — it saves so much time. We love it!"

Charlotte Janes, Systems Manager, Annapolis Valley Regional Library, Canada

"I am extremely pleased with the downloading capabilities of GLOBAL BOOKS IN PRINT ON DISC."

Kathleen Best, Acquisition Librarian, VA Theological Seminary, Alexandria, Virginia

No wonder GLOBAL BOOKS IN PRINT ON DISC was nominated for DATABASE magazine's "most useful new CD-ROM."

You'll find more information about this unique and innovative product in the enclosed flyer. Plus you'll find complete ordering and pricing information on the enclosed Order Card.

In closing, let me point out that GLOBAL BOOKS IN PRINT has become *indispensable* to libraries, booksellers and publishers around the world. We hope to count you among our satisfied customers very soon.

Sincerely,

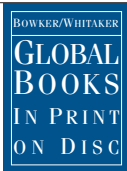


Angela D'Agostino
Director of Marketing

P.S. We're so sure that you 30-day, money-back guarantee your first CD-ROM, use it for a full refund.

PP.S. If you have multiple titles in PRINT, it costs just \$25 order card!

BOWKER/WHITAKER 121 C



Dear Colleague,

With over 2 million English-language books in print, it's not always easy to identify, locate, and order the titles you need... especially if international publishers or distributors are involved.

It's a process, however, that's much easier and much faster when you use Bowker/Whitaker GLOBAL BOOKS IN PRINT ON DISC.

GLOBAL BOOKS IN PRINT combines the world's top English-language book databases on one CD that's updated monthly. These databases include Whitaker's *BookBank*, K.G. Saur's International BOOKS IN PRINT, and D.W. Thorpe's Australian and New Zealand BOOKS IN PRINT — as well as R.R. Bowker's BOOKS IN PRINT database of U.S. titles.

Using GLOBAL BOOKS IN PRINT, you can:

- ◆ Quickly find information on over 2 million English-language titles published around the world.
- ◆ Easily search for books by title, author, keyword, subject, and publisher — plus many other search criteria. See the enclosed flyer for details.
- ◆ Compare multiple bindings — including prices and distributor availability.
- ◆ Save data in a format that 27 domestic and international wholesalers and publishers can accept electronically.
- ◆ And download records to any system or program that reads the ASCII text format.

Better still, GLOBAL BOOKS IN PRINT ON DISC makes it easy to find what you need — and easy to use the information when you've found it. There's a "novice" and an "expert" search mode. There are 17 different types of indexes you can browse. And you can customize the display and output formats in 13 different ways.

(over, please)

BOWKER/WHITAKER 121 CHANLON ROAD • NEW PROVIDENCE, NJ 07974 • 908-464-6800 • 1-888-BOWKEEZ

- ④ A comment on how essential that publication is to various types of collections.
- ⑤ An evaluation of how that title compares to other titles covering the same subject.

Each entry also contains “basic” data for each serial — as you can see below — plus the evaluative information described above.

E-Mail and Internet address when applicable → **3510. Journal of Forestry.** (ISSN: 0022-1201) 1902. m. \$110 (Individuals, \$60). Rebecca N. Staebler. Soc. of Amer. Foresters, 5400 Grosvenor Lane, Bethesda, MD 20814-2198; safnet@igc.apc.org; http://www.safnet.org/pubs/jof/main.html. Illus., index, adv. Circ: 18,820. Sample: Vol. ends; Disc. Refused; Microform; YMC; UML; Reprint: UML. Indexed: BibAg, BioAb, ChemAb, CurrCont, EavAb, EnvPerB, ForestAbstr, ForestProdAbstr, SCI, UnCover. *Frequency* → **Bk. rev. 0-1, 1,000 words, signed. Aud: Hs, Ga, Ac.** *Price* → **The membership journal for the Society of American Foresters, the primary professional association for forestry in the United States, this journal includes four to seven feature articles each month, plus one or two peer-reviewed papers. Issues often carry a theme, such as the political aspects of forestry or cultural diversity in the profession. Membership** *Whether a free sample issue is available* → **informat** *Circulation* → **includ** *Whether the periodical is illustrated, contains an index, or accepts advertising* → **100-4** *The company providing microform runs, reprints,* → **“Fore target to-read should topic.**

In addition to careful evaluation of each Subject Index with 155 callouts, *Magazines for Librarians* research institutions with

- Abstracts and Indexes
- Aeronautics and Space
- Afro-American
- Animal Welfare — **NEW**
- Architecture
- Archives and Manuscripts
- Automobiles and Motor Vehicles
- Biography — **NEW** this year
- Biological Sciences
- Books and Book Reviews

R.R. BOWKER

Dear Academic Librarian,

Journal prices are projected to jump about 10% for 1998. “Serials cancellation projects” are an annual event at many academic and research libraries. And all too often the faculty’s list of “essential journals” exceeds your library’s budget.

No wonder words like “thankless” and “labor intensive” crop up more and more often in conversation with serials librarians.

Fortunately, I’m writing to you today about a reference tool that can put the “win” back into “no-win situation” — the Ninth Edition of *Magazines for Librarians*.

Magazines for Librarians contains concise, critical evaluations of more than 7,000 periodicals. These titles were chosen and reviewed by over 150 consultants who are experts in their fields. Edited under the direction of serials authorities Bill Katz and Linda Sternberg Katz and published by R.R. Bowker, this reference has proven to be invaluable for thousands of libraries — largely because the annotations give you a real feel for the quality, tone, intent, and comprehensiveness of each serial. As you can see, the reviewers have not been shy in their praise:

“There is nothing comparable to *Magazines for Librarians*...a valuable tool for collection development [it] should be considered by academic and public libraries.” — Booklist

“...librarians can ill afford not to consult...this core collection development tool...” — Reference and Research Book News

“With subscription rates soaring and library acquisition budgets restricted as never before, this acclaimed selection guide has never been more timely or more important.” — Wisconsin Bookwatch

Magazines for Librarians helps you evaluate and prioritize faculty recommendations by including the following information for every title:

- ① A description of the primary purposes, scope, and audience.
- ② An evaluation of how well the magazine editors meet the needs of their audience.



I want to order* the Ninth Edition of **Magazines for Libraries.**

**RUSH ME
MY COPY
RIGHT AWAY!**

Please make any necessary corrections to your name & address—thanks.

1 CHOOSE ONE OPTION

Magazines for Libraries

- First-time standing order—\$153 per copy. You receive a 10% discount on the 1997 edition and a 5% discount on all subsequent editions, which will be shipped to you automatically.
- List price—\$170 per copy.
- We're already on standing order—\$161.50 per copy.

ULRICH's on Disc with Magazines for Libraries data

- One-year subscription \$595 (updated quarterly).

2 SIGN HERE TO VERIFY YOUR ORDER

X.....

3 CHOOSE A BILLING OPTION

Check or money order enclosed for \$ _____ (Please make checks payable to R.R. Bowker.)

Bill me. The purchase order # is _____ Tax ID # (if applicable) _____

Charge my VISA MasterCard American Express Card

Card Number _____ Exp. Date _____ Signature _____

4 FIGURE COSTS HERE

Quantity ordered _____ Subtotal _____



x Price each _____ + Shipping/Handling _____

= Subtotal of purchases _____ (7% net invoice amount excluding tax)

+ Applicable sales tax _____

= Total _____

All orders will be charged applicable sales tax unless properly accompanied by a Tax Exemption Certificate or Direct Pay Permit. Prices applicable in the US, its territories, and in Canada. All invoices payable in US dollars. Prices subject to change without notice. Applicable sales tax must be included. Canadian customers include 7% for the GST. Unless otherwise noted, shipping and handling will be added to each order at 7% (minimum \$4.75) net invoice amount, excluding tax. Please allow 4-6 weeks for delivery. R.R. Bowker is a unit of Cahners Business Information.

Fax  this reply form to 1-908-508-7696
OR
Call  toll free 1-888-BOWKER2
(1-888-269-5372)

YES

**I want to order the Ninth Edition of
*Magazines for Libraries.***

Rush me my copy right away!

Please make any necessary corrections to your name & address— thanks.

1 Choose one option

Magazines for Libraries

- First-time standing order—\$153 per copy. You receive a 10% discount on the 1997 edition and a 5% discount on all subsequent editions, which will be shipped to you automatically.
- List price—\$170 per copy.
- We're already on standing order—\$161.50 per copy.

Ulrich's on Disc with Magazines for Libraries data

- One-year subscription \$595 (updated quarterly).

2 Sign here to verify your order

X _____

3 Choose a billing option

- Check or money order enclosed for \$ _____ (Please make checks payable to R.R. Bowker.)
- Bill me. The purchase order # is _____ Tax ID # (if applicable) _____
- Charge my VISA MasterCard American Express Card Card Number _____ Exp. Date _____

4 Figure costs here

Quantity Ordered _____ x price each _____ = Subtotal of Purchases _____

+ Shipping/Handling _____

(7% net invoice amount excluding tax)

+ Applicable Sales Tax _____

= Total _____

All orders will be charged applicable sales tax unless properly accompanied by a Tax Exemption Certificate or Direct Pay Permit. Prices applicable in the US, its territories, and in Canada. All invoices payable in US dollars. Prices subject to change without notice. Applicable sales tax must be included. Canadian customers include 7% for the GST. Unless otherwise noted, shipping and handling will be added to each order at 7% (minimum \$4.75) net invoice amount, excluding tax. Please allow 4-6 weeks for delivery. R.R. Bowker is a unit of Cahners Business Information.

Fax this reply form to 1-908-508-7696
Or call toll free 1-888-BOWKER2 (1-888-269-5372)

Yes, I want expert advice for my periodicals collection!

ORDER FORM MAGAZINES FOR LIBRARIES™

Please reserve my copy of Magazines for Libraries and rush it to me immediately upon publication. I understand if I'm not satisfied for any reason, I may return it within 30 days and pay nothing.

Magazines for Libraries, 9th Edition

November 1997 • 0-8352-3907-1 • c. 1,350

- ▶ **First-Time Standing Order Price: \$153.00**
(I save \$17.00!)
- ▶ List Price: \$170.00

(10% discount applies to first-time standing orders only. For other standing orders, deduct 5%. Future editions will be sent automatically at a continuing 5% discount.)

Choose a payment plan:

Check/money order enclosed for \$ _____
(Please make checks payable to R.R. Bowker)

Bill me: P.O. # _____

Charge my: Visa MasterCard AMEX

Card # _____

Expiration date _____

Signature _____

Please include this Order Form, or the Order Code xx

with your payment or purchase order.

Name _____

Title _____

Institution _____

Address _____

City _____ State _____ Zip _____

Telephone _____

Signature _____

(Your signature is required to verify your order)

Calculate costs here:

Subtotal of purchases: \$ _____

Shipping and handling: \$ _____
(add 7% net invoice amount, excluding tax)

Sales Tax: \$ _____

Total: \$ _____

(All orders will be charged applicable sales tax unless properly accompanied by a tax exemption certificate or direct pay permit.)

R.R. Bowker

121 Chantlon Road
New Providence, New Jersey 07974

fax: 908-665-6888

call: 1-888-BOWKER2

e-mail: info@bowker.com

internet: <http://www.bowker.com>

Prices: Applicable in the US, its territories and possessions, and in Canada. All invoices are payable in US dollars. Orders and terms subject to prior credit approval. Applicable sales tax must be included. Prices and publication dates are subject to change without prior notice.

Terms: Subject to prior credit approval. Net 30 days. F.O.B.

BIP9777

Yes, I'd like to order BOOKS IN PRINT!

ORDER FORM

BOOKS IN PRINT ON DISC

1 Select the pricing frequency you want

Check one box below to choose the product and update schedule you'd like. (Shipping & handling included.)

| | Ingram* Weekly Updates | Bowker Monthly | Bowker Quarterly | Bowker Twice a year | Bowker Annually |
|---|----------------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------------------|
| BOOKS IN PRINT | <input type="checkbox"/> \$1,200 | <input type="checkbox"/> \$1,155 | <input type="checkbox"/> \$775 | <input type="checkbox"/> \$665 | <input type="checkbox"/> \$525 |
| BOOKS IN PRINT WITH BOOK REVIEWS | <input type="checkbox"/> \$1,700 | <input type="checkbox"/> \$1,655 | <input type="checkbox"/> \$1,260 | <input type="checkbox"/> \$999 | <input type="checkbox"/> \$699 |
| BOOKS IN PRINT Canadian Edition | N/A | <input type="checkbox"/> \$1,555 | <input type="checkbox"/> \$1,120 | <input type="checkbox"/> \$910 | <input type="checkbox"/> \$599 |
| BOOKS IN PRINT WITH BOOK REVIEWS Canadian Edition | N/A | <input type="checkbox"/> \$2,055 | <input type="checkbox"/> \$1,520 | <input type="checkbox"/> \$1,310 | <input type="checkbox"/> \$999 |
| GLOBAL BOOKS IN PRINT ON DISC | N/A | <input type="checkbox"/> \$2,055 | N/A | N/A | N/A |

* Ingram will bill and ship.

2 Choose a user plan

- One computer will have access to the BOOKS IN PRINT CDs.
- Multiple computers will have access to BOOKS IN PRINT at one location (add \$250).
- Please contact me about multi-location pricing.

3 Choose a renewal plan

- Renew my subscription automatically each year.
- I choose a one-year subscription at this time.

5 Who should BOOKS IN PRINT be billed to?

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Signature _____

TO PROCESS YOUR ORDER PLEASE SIGN HERE

6 Who should BOOKS IN PRINT be shipped to?

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Type of Business _____

Email _____

7 Choose a payment plan

- Check/money order enclosed
- Please bill us
- Charge my American Express Visa
- MasterCard

Account number _____

Expiration date _____

Signature _____

R.R. Bowker

121 Chanlon Road
New Providence, New Jersey 07974

Fax 908-508-7696
1-888-BOWKER2

e-mail: info@bowker.com
http://www.bowker.com

PRICES: Applicable in the US, its territories and possessions, and in Canada. All invoices are payable in US dollars. Orders and terms subject to prior credit approval. Prices and publication dates are subject to change without prior notice. Canadian customers: please include 7% for Goods and Services Tax.

TERMS: Subject to prior credit approval. Net 30 days. F.O.B.

Order subject to signing separate licensing agreement. Pursuant to the terms and conditions of R.R. Bowker limited use Software and Database License Agreement, which must be signed prior to use. All orders will be charged applicable sales tax unless properly accompanied by a Tax-Exemption Certificate or Direct Pay Permit.



Greg Braun
Marketing Director
The Marketing Company
123 Promo Street
Suite 510
North Plainfield, NJ 07062

Dear Mr. Braun:

Does time fly for Greg Braun? Does it seem like there's never enough time to produce promotional pieces, mailings, or trade show materials? Does it seem like you can never react *quickly enough* to marketing opportunities?

If you answered "yes" to either question, I can help. In most cases, it's printing that hogs the lion's share of a timeline. It can take weeks (even months) to print brochures, mailers, and more—even if you only need a small quantity.

To be more accurate, *traditional offset printing* takes weeks or months. Digital printing only takes a few days—even a few hours.

My company, McBee Color Express, has two Indigo digital printing systems. This technology was invented *specifically* to produce short runs of full-color work. On many occasions, customers have brought us a disk in the morning and received their job the next day. Sometimes the same day. **Now that's making time fly.**

But speed isn't our only virtue. As you'll see from the enclosed brochure, you can even get highly personalized materials printed quickly. And perhaps you'll agree after reviewing this mailing that the print quality is quite good.

So, take a look at the enclosed materials. Feel free to call me at any time (800-464-1227) if you'd like more information, samples of our work, or would like to submit a quote. If you prefer, just complete and mail the enclosed reply card.

I look forward to hearing from you.

Sincerely,

Peter K. Dany
Account Executive

P.S. Ta

123 Promo Street, Fair Lawn, New Jersey 07410



Greg Braun
Marketing Director
The Marketing Company
123 Promo Street
Suite 510
North Plainfield, NJ 07062



McBee Color Express
Suite 208 North
NJ 07410
227
74
04 (fax)





Peter Dany

Marketing Director
The Marketing Company
123 Promo Street
Suite 510
North Plainfield, NJ 07062

Dear Mr. Dany:

Do you put your best foot forward with customers and prospects? Here's a **checklist** to help you determine whether you're getting off on the right foot—or putting your foot in your mouth.

- YES NO **Do you print large quantities of brochures to lower your price per piece... then use outdated materials in mailings or at trade shows?**
- YES NO **Do you ever settle for black-and-white or 2-color convention handouts or presentation leave-behinds...though you know full color is more effective?**
- YES NO **Do your customers feel like you're speaking with them one-on-one when they receive a mailing from you...or do you rely on generic communications?**

One "yes" answer means you're not putting your best foot forward as often as you could be—a statement which might tempt you to say something like:

"Come on, everyone knows you can't cost-effectively print small quantities of full-color materials. It's a fact of life. You must often use outdated materials, even if it means giving misinformation to customers. You have to settle for ineffective, unimpactful black-and-white or 2-color materials, even though countless studies confirm that full-color mailings and hand-outs significantly outperform their less colorful counterparts. And personalizing mailings and brochures is great in theory, but it's just plain impossible given the timelines and budgets and corporate pressures we face today."

To which I would have to say:

"THAT WAS TRUE A FEW YEARS AGO—BUT THINGS ARE DIFFERENT TODAY."

In fact, putting your best foot forward starts with just a couple of steps:

- ① take a look at the enclosed materials, and ② call us at **800-464-1227** if you'd like more information, samples of our work, or would like to submit a quote.

If you prefer, just complete and mail the enclosed reply card.

I'll look forward to hearing from you.

Sincerely,

Greg Braun
[Title]

McBee Color Express
17-17 Route 208 North
Fair Lawn, NJ 07410
800-464-1227
201-794-7474
201-794-0404 (fax)



P.S. Take a look at the back of this card.

17-17 Route 208 North, Fair Lawn, New Jersey 07410



Mr. Peter Dany
Marketing Director
The Marketing Company
123 Promo Street
Suite 510
North Plainfield, NJ 07062

MAGnet

When you need to put your best foot forward, call:

Greg Braun
(title)
17-17 Route 208 North
Fair Lawn, New Jersey 07410

☎ (800) 464-1227

☎ (201) 794-7474

☎ (201) 794-0404



- Full-color digital printing in small quantities in just a few days—or hours.
- Personalization of direct mailings, brochures, labels, proposals, presentations, and more. You can even personalize names and other data within graphics—as on the cover of this piece.
- Great print quality—as you can see from this entire package, which was generated on our Indigo Digital Color Printing System.
- Produce test materials that look like finished pieces—for focus groups, beta tests, test mailings, and more.
- Enjoy a simpler print process, eliminating many of the time-consuming steps required by the traditional printing process. There's no film. No plates. No blueslides to approve. No match prints to review. With McBee, your "proof" is an actual printed sample on the paper you've chosen.

What type of business are you in?

Is there someone else in your company we should be contacting
 in addition to you?
 instead of you?

If so, we'd appreciate their name and address.

Please also feel free to contact your personal account executive, Greg Braun, at (800) 464-1227 or (201) 794-7474.

Please make any needed changes to your name and address here
T H A N K S !

YES, I'd like to take the first step toward putting my best foot forward. Tell me more about McBee Color Express!

I have an immediate need for information—please contact me right away!

phone () _____

E-Mail _____

Peter Dany

Marketing Director

The Marketing Company

23 Promo Street

Suite 510

North Plainfield, NJ 07062



Reminder!

An opportunity to put your best foot forward with McBee Color Express full-color digital printing can strike at any time.

To make it easier for you to find our name, phone number and other vital statistics when opportunity knocks, please attach the enclosed postcard with the magnet on the back to a file cabinet or other metal surface. (But don't put the magnet on your computer or monitor!)



Thanks, Peter.

Greg Braun



10 December 1997

Dear <Ms. Pavan>

Are you an early bird? When a marketing opportunity presents itself, can you react **quickly**? Can you send out mailings right away? Can you update your brochures and get them into customers' and prospects' hands **fast**?

Often—despite the best of intentions—marketers turn out to be **LATE BIRDS** because they lose precious time waiting weeks (even months) for traditional printers to produce the brochures, mailings, sell sheets and other materials they need **NOW**.

With a digital printer like McBee Color Express, however, it's **easy to be an early bird**—because we can print short runs of full-color materials (even highly personalized materials) in just a few days. Perhaps a few hours.

To find out more, to see samples of our work, or to submit a quote, just give me a call at **800-464-1227!**

Sincerely,

<Peter Dany>

17-17 Route 208 North Fair Lawn, New Jersey 07410



live
first
class
stamp

<Diva Pavan>
<Marketing Honcho>
<Prospect Company Name>
<123 Address Street>
<City, State 00000-0000>