

# IT MAY BE EASIER TO GET YOU TO DO THIS THAN TO CHANGE YOUR MIND ABOUT TELEMARKETING.



OK, we admit it. A lot of people — maybe even you — have fixed ideas about using telemarketing to qualify controlled circulation. You think the subscribers won't be as valuable to your advertisers. Or that telemarketing is more expensive than direct mail. Well, that may be true about some telemarketers, but not Mark Facey and Company. You see, we're specialists. All we do is telemarketing for trade publishing. And we do it quite well. In fact, Mark Facey and Company can provide you with the best, most accurate demographics you've ever based a page rate on. Plus we're cost-effective. Easy to work with. Fast. And we've got the track record to prove it.

Give us a chance to change your mind about telemarketing. Challenge Mark Facey and Company with a tough assignment. If we don't live up to our promise... Mark will kiss a pig.

**Mark Facey & Company**  
Telemarketing For The Trade Publishing Industry.

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