

Al Russo

From: Felter, Brian A.
Sent: 06/18/2004 11:46:34 AM
To: Russo, Alfred D.
CC: Foster, Greg
BCC:
Subject: LE Ad Copy Information

Good Morning Al,

It was great meeting you and Pam today to lay out some ideas and concepts on the LE side.

Attached is the information we discussed as outlined below.

1. Trifold Information - Reduced blocks for each of the three trifolds.

These are the basic reduced information blocks and have not been finalized.

* Ad Copy Handgun Ammo

* Ad Copy Shotgun & Ammo

* Ad Copy Rifle & Ammo

2. Full Line LE Catalog Set-Up - Provides page-by-page ad copy concept blocks without any set-up, but with notes.

3. Initial Sales Approach - Provides an overall look at the LE advertising and marketing concept, direction, and ideas.

Again, it was great meeting you and Pam and I look forward to working with you.