

October 1999

## Today's Business News. Today.

Dear Smart Marylander:

As a person whose typical business day starts **before** your morning paper is delivered, you need a weekly comprehensive paper that provides trend analysis and in-depth coverage of events occurring in the state, the **entire** state.

You need to stay ahead of your competition. If there are business prospects or business leads out there, you want the details. **You need to be informed.** *The Daily Record* should be your source.

With *The Daily Record* you can get all the essential business and legal news you need to stay informed and ahead of the competition. With our weekly **Statewide Saturday edition**, we offer detailed and comprehensive coverage on the issues and stories affecting Maryland, **all** of Maryland.

You know that business doesn't begin and end within the Baltimore borders; we agree.

In each issue of *The Daily Record*, you get **loads** of information and leads. For example, did you know:

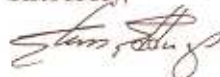
- What the state government plans to do with surplus welfare funds? (September 18, 1999)
- What Maryland company boasts a 100% growth rate for the past three years? (September 25, 1999)
- What industry is one of the state's key growth sectors? (October 2, 1999)
- The recent happenings in every Maryland county? (each issue)
- What recent patents were granted and state contracts awarded? (each issue)

**If you read *The Daily Record*, you would.**

With this **one-time offer**, here's your chance to learn what our readers know...at a special price. For only \$65 a year, you receive 52 issues, plus our two sought after publications, *Maryland's Top 100 Women* and *The A-List*. We'll start your subscription off with **2 free issues**, so if you decide you don't want the paper, just mark "cancel" on the invoice and return it to us. **It's that simple!**

Fill out the enclosed card and mail it back to us in the postage paid envelope to start receiving your Statewide Saturday edition of *The Daily Record*. At only **\$1.25 an issue** (and we're not counting the extra special editions in that), can you afford **NOT** to?

Sincerely,



Christopher Eddings  
Publisher

This offer won't be repeated! This special one-time offer expires on **December 30, 1999**. Send the card back to us today!

Who's reading *The Daily Record*? **88% of our readers are in professional or top management positions.**

**Coincidence?**

We don't think so.

**Your competition is reading us. Your peers are reading us. Are you?**

**Yes!** Send my **2 Free** issues of the Statewide Saturday edition of **The Daily Record** immediately, and then I'll receive the paper at the special **low price** of only \$65! That's **\$1.25 an issue!** I will also receive the special publications that **The Daily Record** publishes, including *Maryland's Top 100 Women* and *The A-List*. If I'm not happy, I'll write "cancel" on the invoice and **owe nothing**.

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Payment Enclosed:  Check  Visa  Mastercard  AMEX

Signature \_\_\_\_\_ Date: \_\_\_\_\_

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Reply by: 12/30/99

