



MEMORANDUM  
OXFORD UNIVERSITY PRESS  
NEW YORK

TO: Sheldon Meyer

DATE: 10/4/85

SUBJECT: Journal of Communication

FROM: Karen Casey

The cost of the direct mail package and solo space advertising outlined in the market plan follow:

Direct Mail Package: \$7500-\$8000

Space Advertising

$\frac{1}{2}$ page <u>Columbia Journal Review</u>	\$700 (approx.)
$\frac{1}{2}$ page <u>Quarterly J. of Speech</u>	\$100
Production of ad	<u>\$100</u>
	\$900

Total costs would be \$8400-\$8900.

ac