

MAINE STATE LEGISLATURE

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ONE HUNDRED AND FIRST LEGISLATURE

Legislative Document

No. 782

S. P. 268

In Senate, January 29, 1963

Referred to Committee on Appropriations and Financial Affairs. Sent down for concurrence and ordered printed.

CHESTER T. WINSLOW, Secretary

Presented by Senator Noyes of Franklin.

STATE OF MAINE

IN THE YEAR OF OUR LORD NINETEEN HUNDRED
SIXTY-THREE

**RESOLVE, Appropriating Money to the Department of Economic Development
for Increased Industrial Space Advertising.**

Appropriation for increased industrial space advertising. Resolved: That there is appropriated from the Unappropriated Surplus of the General Fund the sum of \$25,000 for the fiscal year ending June 30, 1964 and the sum of \$25,000 for the fiscal year ending June 30, 1965 to be expended by the Department of Economic Development for increased industrial space advertising.

STATEMENT OF FACTS

It is proposed that an additional \$25,000 annually be appropriated for the industrial space advertising budget. Total cost: \$50,000.

To promote the industrial advantages of the State of Maine, we must present our many assets to as many industrialists as possible through the least expensive media available. To receive this greatest coverage for the least cost we have chosen space advertising in various publications.

This money, if appropriated, would be disbursed as prudently as we believe possible through the most qualified advertising agency that we are able to obtain. The following media have been used during the past biennium: Time, Newsweek, U. S. News & World Report, Business Week, New York Times, World Trade Journal, Wood & Wood Products, Electronics, Factory, Downeast, Plant Location, U. S. Investor, Society of Industrial Realtors Guide and special editions in Maine publications.

Through advertising in the above-mentioned national publications the department has made an impact on the industrial audience. However, to provide continuity of this impact, we must continue to advertise—continue to receive this industrial readership, continue the type of advertising aimed at correcting the industrial image of Maine.

Analysis of the department's advertising indicates that this type of ad in these publications is providing the desired impact. This impact will be maintained only through an increased industrial space advertising appropriation.