



# HOW TO ADVERTISE WITH AD SLICKS

**Step One:** Have ready, a clean, black and white copy of your company logo suitable for reproduction. You will need to have the newspaper typeset your address and phone number if they are not included with the logo reproduction. The newspaper will then strip your address and phone number into the appropriate space in the ad with your company logo.

**Step Two:** Take both your company logo reproduction and the AD SLICK to your local newspaper. Newspapers normally will keep your AD SLICK on file for future use. But, if you need a new AD SLICK, please contact:

**SUPERIOR METAL PRODUCTS COMPANY, INC.  
116 CITATION COURT  
BIRMINGHAM, ALABAMA 35209-6307  
phone: 205-945-1200**

**[www.SuperiorMetalProducts.com](http://www.SuperiorMetalProducts.com)**