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## Letter to Timothy Coggins regarding advertisements in the Southeastern Law Librarian, November 5, 1987

Joy Tennison

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LAW LIBRARY

November 5, 1987

Timothy L. Coggins  
University of North Carolina  
Van Hecke - Wettach Building 064A  
Chapel Hill, North Carolina 27514

Dear Mr. Coggins:

NOCALL (Northern California Association of Law Librarians) is studying the possibility of including advertising in our newsletter. We are contacting the editors of similar publications to ask

- 1) if you at your newsletter accept advertising, and
- 2) if you do, what guidelines do you use?

We are particularly interested in learning

- 1) What types of advertisers does your newsletter accept? Do you have specific guidelines for this?
- 2) What do you charge for advertising? We would like to have a rough notion of the format of your newsletter and the size of the advertising, so if you can mail a sample newsletter or a couple of sample pages, I would appreciate receiving them.
- 3) Are there any additional guidelines you have or use that you would like to pass along to us?

I appreciate any help you can give me in this matter. While there is not extreme urgency involved, we would like to get moving on this project as soon as possible. Any information you can give will be appreciated. I look forward to hearing from you.

Thanking you in advance for your help, I am,

Sincerely,

Joy E. Tennison  
Law Librarian