



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

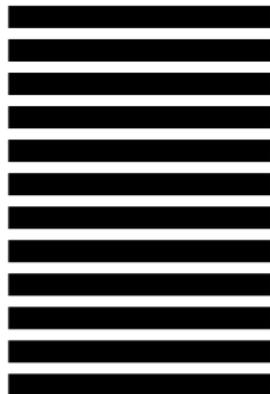
FIRST-CLASS MAIL

PERMIT NO.2409

ROCKVILLE MD

POSTAGE WILL BE PAID BY ADDRESSEE

PROSPECT ASSOCIATES
ATTN: H. PYLORI PROGRAM
1801 ROCKVILLE PIKE SUITE 500
ROCKVILLE MD 20852-9513



“Happy Ulcer Sufferers” Radio PSA

Dear Public Service Director:

Thank you for helping spread the news that most ulcers are caused by a curable infection. Please take a minute to complete and return this card. Your comments will help us evaluate and improve our H. pylori public service campaign.

Name: _____

Station: _____

City, State: _____

1. Estimated use: 1-5 per week 6-10 per week 11-15 per week 15+ per week
 Will not use. Why? _____
2. Estimated weeks: 1-5 weeks 6-10 weeks 11-20 weeks 20+ weeks
3. When will you most likely run “Happy Ulcer Sufferers?” Early a.m. Daytime Early p.m. (4:30-7:30 p.m.)
 Prime access (7:30-8 p.m.) Primetime Late night (11 p.m.-1 a.m.) ROS
4. Preferred format: cassette tape reel-to-reel tape CD live script other (please specify)

5. Preferred length: :15 spots :30 spots :60 spots other (please specify)

Comments:

