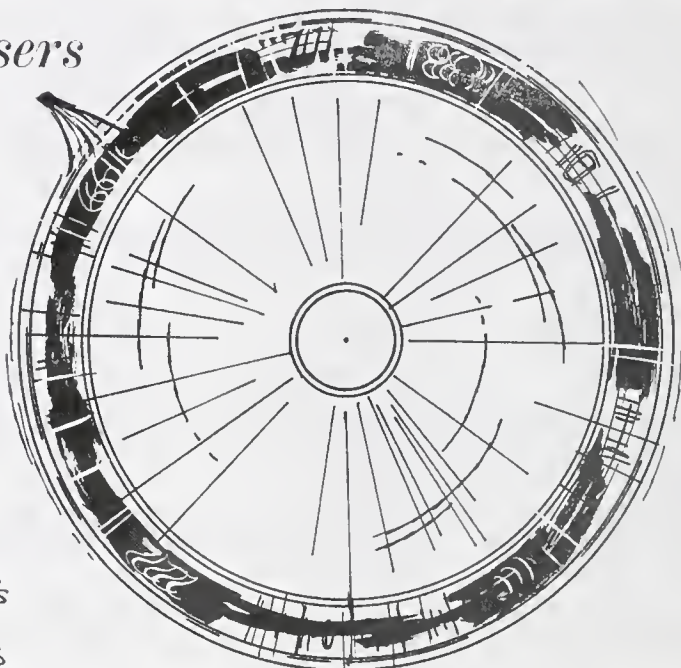


This month we launch a new addition to our pages, in which we travel back in time to an old issue of **BOXOFFICE**. This month's comes from March 12, 1979, when Irwin Yablans was bringing Chuck Connors to the big screen.

The roulette wheel on our featured page caught our eyes, given we'd just been in Las Vegas covering ShoWest. And then we noticed something else, and that's this: Although the names of the producers and stars may have changed since the 1970s, the truth of the message on our old page has not—**BOXOFFICE** remains the only film business magazine whose readership is verified by the Audit Bureau of Circulation. Our coverage is why our readers read us; our readership is why our advertisers trust us.



memo to advertisers



PAY YOUR MONEY AND TAKE YOUR CHANCES

That's pretty much the way it is with some advertising media—not even the proprietor really knows for sure what he is selling.

Most times unknown, unmeasured, unaudited, and unnamed circulation audiences are wisely unwanted—the odds just don't favor the advertiser's dollar.

We believe you should have the facts before you buy. That's why we have the Audit Bureau of Circulations verify our circulation regularly—find and report the actual figures according to their standards and based upon their auditors' inspections.

Above board circulation—be ABC-sure with

BOXOFFICE

THE ONLY FILM BUSINESS PUBLICATION MEMBER OF ABC



The Audit Bureau of Circulations is a self-regulatory association of over 4,000 advertisers, advertising agencies, and publishers, and is recognized as a bureau of standards for the print media industry.