

A photograph of two astronauts in white space suits floating in space against a black background. The astronauts are positioned diagonally across the frame. The text is overlaid on blue horizontal bands.

The IPA

business-to-business

advertising awards.

Taking creativity and

effectiveness to their limits.

IPA BUSINESS TO BUSINESS ADVERTISING AWARDS 1996

*As publishers of
FLIGHT INTERNATIONAL,
Reed Business Publishing
encourages creative and effective
business-to-business advertising.*

We are delighted therefore to announce, that we will once again be sponsoring the 1996 IPA Business-to-Business Advertising Awards.

The awards will be presented at a celebratory lunch at The Grosvenor House Hotel, London on Monday 18 March 1996.

The Awards will be judged in seven Categories:

1. UK Business-To-Business Media
2. National Press And General Business Magazines
3. Young Agency Person Of The Year
4. International Media
5. Integrated Campaigns
6. Most Innovative Use Of Business-To-Business Press
7. Best Use Of New Media

Judges' Gold Award

Entry is open to IPA member agencies only.

Entry forms are available from Sandra Nicholson at the IPA, call her now on 0171 235 7020 or Denis Hart, Reed Business Publishing on 0181 652 8032.

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The logo for the International Publishers Association (IPA), consisting of the letters "IPA" in a serif font with a stylized arc underneath.