**Receive FREE information on products and services advertised in this issue.**

**NAME**

**TITLE**

**FIRM**

**ADDRESS**

**CITY**

**STATE**

**ZIP**

**PHONE**

**FAX**

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**NOVEMBER 1995**

This card is void after January 15, 1996

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT each month:  
- [ ] Yes  
- [ ] No

Signature: Date:

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### 1. MY PRIMARY BUSINESS AT THIS LOCATION IS: (check only ONE in either A, B or C)

**A. LANDSCAPING/GROUND CARE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:**

- [ ] Golf Courses
- [ ] Parks
- [ ] Rights-Of-Way, Maintenance for Highways Railroads & Utilities
- [ ] Schools, Colleges & Universities
- [ ] Industrial & Office Parks/Plants
- [ ] Shopping Centers, Piazzas & Malls

**B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:**

- [ ] Landscape Contractors (Installation & Maintenance)
- [ ] Lawn Care Service Companies
- [ ] Custom Chemical Applicators (Ground & Air)
- [ ] Tree Service Companies/Arborists

**C. SUPPLIERS:**

- [ ] Sod Growers, Turf Seed Growers & Nurseries
- [ ] Dealers, Distributors, Formulators & Brokers
- [ ] Manufacturers

---

### 2. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR TITLE? (check ONE only)

- [ ] EXECUTIVE/ADMINISTRATOR: President, Owner, Partner, Director, General Manager, Chairman of the Board, Purchasing Agent, Director of Physical Plant
- [ ] MANAGER/SUPERINTENDENT: Arborist, Architect, Landscape/Ground Manager, Superintendent, Foreman, Supervisor
- [ ] GOVERNMENT OFFICIAL: Government Commissioner, Agent, Other Government Official
- [ ] SPECIALIST: Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
- [ ] OTHER TITLED AND NON-TITLED PERSONNEL: (please specify)

---

### 3. SERVICES PERFORMED: (check ALL that apply)

- [ ] Mowing
- [ ] Turf Insect Control
- [ ] Tree Care
- [ ] Turf Aeration
- [ ] Irrigation Services
- [ ] Turf Fertilization
- [ ] Turf Disease Control
- [ ] Ornamental Care

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### 4. WHAT IS YOUR ANNUAL BUDGET FOR EQUIPMENT, CHEMICALS, SUPPLIES? (please check one)

- [ ] Less than $50,000
- [ ] $50,001 - $250,000
- [ ] $250,001 - $500,000
- [ ] $500,001 - $750,000
- [ ] More than $750,000

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**ADVANSTAR COMMUNICATIONS INC**  
PO BOX 5054  
PITTSFIELD MA 01203-9698
Receive FREE information on products and services advertised in this issue.

I would like to receive (continue receiving) LANDSCAPE MANAGEMENT each month:  

Signature: ___________________________________________________________  
Date: __________________________________________________________________

1. MY PRIMARY BUSINESS AT THIS LOCATION IS: (check only ONE in either A, B or C)

   A. LANDSCAPING/GROUND CARE AT ONE OF THE FOLLOWING TYPES OF FACILITIES:
   0005 • Golf Courses
   0010 • Parks
   0015 • Rights-Of-Way, Maintenance for Highways Railroads & Utilities
   0020 • Schools, Colleges & Universities
   0025 • Shopping Centers, Plazas & Malls
   0030 • Industrial & Office Parks/Plants
   0035 • Municipal Government/Municipal Facilities

   B. CONTRACTORS/SERVICE COMPANIES/CONSULTANTS:
   0105 • Landscape Contractors (Installation & Maintenance)
   0110 • Lawn Care Service Companies
   0112 • Custom Chemical Applicators (Ground & Air)
   0120 • Tree Service Companies/Arborists
   0125 • Sod Growers, Turf Seed Growers & Nurseries
   0130 • Dealers, Distributors, Formulators & Brokers
   0135 • Manufacturers

   C. SUPPLIERS:
   0200 • Private/Public Estates & Museums
   0205 • Cemeteries/Memorial Gardens
   0210 • Golf Courses
   0215 • Military Installations & Prisons
   0220 • Municipal Government/Municipal Facilities
   0225 • Condominiums/Apartments/Housing Developments/Hotels/Resorts
   0230 • Hospitals/Health Care Institutions
   0235 • National Parks
   0240 • Shopping Centers, Plazas & Malls
   0245 • Municipal Government/Municipal Facilities
   0250 • Shopping Centers, Plazas & Malls
   0255 • Municipal Government/Municipal Facilities

   2. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR TITLE? (check ONE)
   010 • EXECUTIVE/ADMINISTRATOR: President, Owner, Partner, Director, General Manager, Chairman of the Board,
   015 • Purchasing Agent, Director of Physical Plant
   020 • MANAGER/SUPERINTENDENT: Arborist, Architect, Landscape/ground Manager, Superintendent, Foreman, Supervisor
   025 • GOVERNMENT OFFICIAL: Government Commissioner, Agent, Other Government Official
   030 • SPECIALIST: Forester, Consultant, Agronomist, Pilot, Instructor, Researcher, Horticulturist, Certified Specialist
   035 • OTHER TITLED AND NON-TITLED PERSONNEL: (please specify)

   3. SERVICES PERFORMED: (check ALL that apply)

   A. Mowing
   B. Turf Insect Control
   C. Tree Care
   D. Turf Aeration
   E. Irrigation Services
   F. Turf Fertilization
   G. Turf Disease Control
   H. Ornamental Care
   I. Landscape/Golf Design
   J. Turf Weed Control
   K. Paving, Deck & Patio Installation
   L. Pond/Lake Care
   M. Landscape Installation
   N. Snow Removal
   O. Other (please specify)

   4. WHAT IS YOUR ANNUAL BUDGET FOR EQUIPMENT, CHEMICALS, SUPPLIES? (please check one)
   1. Less than $50,000
   2. $50,001-$100,000
   3. $100,001-$250,000
   4. $250,001-$500,000
   5. More than $500,000

   5. ADDRESS

   CITY: _____________________________________________________________  
   STATE: ___________________________  
   ZIP: __________

   PHONE (_____): ______________________________  
   FAX (_____): ______________________________

   HAVE A SALES REP CALL ME 18 □ (A)

   ADVANSTAR COMMUNICATIONS INC
   PO BOX 5054
   PITTSFIELD MA 01203-9698

   POSTAGE WILL BE PAID BY ADDRESSEE
Most customers tend to overreact. Discover one lawn pest and they think they're infested. Never mind that most customers can't tell the difference between a sod webworm and a night crawler.

Keeping customers' lawns insect pest free is what Dursban® insecticide is all about. Not only is it a dependable and economical broad spectrum insecticide, but it has also been formulated to provide you an effective residual on most turfgrasses and ornamentals.

One thing for sure, use Dursban and customers won't be bugging you with their insect pest problems.

For further information on Dursban, or any other product in the extensive line of DowElanco products, give us a call at 1-800-352-6776. Always read and follow label directions.