



TLHINES

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406-698-7485 • 406-252-5513



NEWSPAPER: ZOOMONTANA

Let's say you're a zoo, and let's say you're opening a new bighorn sheep exhibit. How do you let people know about it? Easy. You create an ad that makes fun of the hardworking people in our government offices.

SKULLS

THIS THICK USUALLY BELONG TO

BUREAUCRATS.



THE BIGHORN SHEEP EXHIBIT
SPONSORED BY STILLWATER MINING COMPANY

Yes, they have thick skulls. No, they don't work for the government. Introducing Zoo Montana's new Bighorn Sheep Exhibit, sponsored by Stillwater Mining Company—the first and only exhibit of its kind in the region. Join us for a ribbon cutting September 1st at 2:00 pm, Zoo Montana, 2100 Shiloh Road, 406-652-8100 • www.wtgn.net/zoomontana

ZOO
MONTANA



NEWSPAPER: ZOOMONTANA

Strategy #2: Create an ad that puts the word “wimps” in 72-point type. Can’t miss with that.

TO SCALE SHEER MOUNTAIN FACES
ROCK CLIMBERS
USE ROPES & CLAMPS.

WIMPS.



THE BIGHORN SHEEP EXHIBIT
SPONSORED BY STILLWATER MINING COMPANY

Clamps! Bighorn Sheep don't need no stinking clamps.
Introducing Zoo Montana's new Bighorn Sheep Exhibit, sponsored by Stillwater Mining Company—the first and only exhibit of its kind in the region. While open every day, so come see some real mountain climbers. Join us for a ribbon cutting September 1st at 2:00 pm. Zoo Montana, 2100 Shikoh Road, 406-652-8100 • www.wtpnet/zoomontana

ZOO
MONTANA



NEWSPAPER: ZOOMONTANA

After we did this ad, I was chagrined to discover I'd misspelled Ozzy Osbourne's last name. "Oh well," I thought, "Most people probably don't even remember Ozzy." A year later, "The Osbournes" became a huge hit on MTV. Go figure.

STEP ASIDE OZZY OSBORNE. MEET THE ORIGINAL HEADBANGERS.



THE BIGHORN SHEEP EXHIBIT
SPONSORED BY SILVERWATER MINING COMPANY

No mosh pit, but the head banging is genuine. Introducing Zoo Montana's new Bighorn Sheep Exhibit, sponsored by Silverwater Mining Company—the first and only exhibit of its kind in the region. Come see why these guys (and the zoo animals) rock; we're open every day. Join us for a ribbon cutting September 1st at 2:00 pm. Zoo Montana, 2100 Shishui Road 406-652-8100 • www.wtp.net/zoomontana

ZOO
MONTANA



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PARK COUNTY TRAVEL COUNCIL

Park County is the gateway to Yellowstone National Park's eastern entrance. As you can imagine, it's not too difficult convincing people to visit.



Camp here, and wake up to the wonder of Yellowstone National Park, the Buffalo Historical Center, fishing, hiking, golf, skiing, Gode Nite. Rides and much more. Call or visit for FREE travel information.



{ SOMEHOW, SMORES JUST TASTE BETTER HERE. }

Buffalo Bill's
YELLOWSTONE COUNTRY

UNITED EXPRESS
SkyWest
A PULLMAN COMPANY

PO Box 2494202
870 Sheridan Ave. Cody, WY 82414
800.333.2637 • www.pctc.org



{ WE HAVE PLACES WHERE TIME STANDS STILL. BUT TIME DOESN'T MEAN YOU HAVE TO }

The past is present in Cody, Wyoming. You'll also find wildlife, rides, shopping, dining and more. Call or visit for FREE travel information.

PO Box 2494202, 870 Sheridan Ave. Cody, WY 82414
800.333.2637 • www.pctc.org

UNITED EXPRESS
SkyWest
A PULLMAN COMPANY

Buffalo Bill's
YELLOWSTONE COUNTRY



TLHINES

NEWSPAPER: KITCHEN CUPBOARD

I always loved this client: quick and dirty ads end up being the most fun. I did a heck of a lot of fun ads for this client, which has since closed. Sniff.

WHERE EASTER
EGGS GO BEFORE
THEY DYE.



Calphalon's hard-wood-fired cookware is guaranteed for life. So no matter how many Easter eggs you may boil in the years to come, your pot will never cook under the pressure.

Calphalon®

KITCHEN
CUPBOARD

RIMROCK MALL 652-2040
105 N. BROADWAY 266-9776 • 1-800-776-1702



THINGS

NEWSPAPER: KITCHEN CUPBOARD

See what I mean?

GIFTS THAT WILL LAST LONGER THAN YOUR AUNT'S FRUITCAKE.

LIFETIME GUARANTEE

Each and every Kitchen Cupboard product is guaranteed for life or you'll never have to worry about getting new pans, skillets, and more. We provide the same guarantee.



3 QT. STOCK POT
The perfect size for soups, stews, and more. The stainless steel construction is perfect for everyday cooking needs.



3 QT. SAUCE PAN
A versatile pan for all your cooking needs. The stainless steel construction is perfect for everyday cooking needs.



8" FRY PAN

8" FRY PAN
The perfect size for frying, sautéing, and more. The stainless steel construction is perfect for everyday cooking needs.



8" SKILLET

KITCHEN CUPBOARD, 100 N. BROADWAY, SUITE 100, NEW YORK, NY 10013 • 1-800-274-1273



TELL YOUR SPOUSE YOU WANT A NEW SET OF IRONS FOR CHRISTMAS.

Take these gifts to the range. The cooking range. Cupboards to guarantee to be the last one you'll ever buy. And if you're looking for more, you'll also love our special gift books.



KITCHEN CUPBOARD, 100 N. BROADWAY, SUITE 100, NEW YORK, NY 10013 • 1-800-274-1273





MAGAZINE: MEDICODE

Medicode produces manuals and software to help physicians code their services for insurance companies. (Hello? Still awake?)

BASING YOUR COMPANY'S DECISIONS ON FAULTY CLAIMS DATA CAN COLOR YOUR BOTTOM LINE.

Medicode's new Comprehensive Healthcare Payment System is designed for one purpose: to help you make better decisions. And, in today's volatile healthcare climate, that could be the best way to protect your bottom line. Our system is more than just a database, and it goes far beyond traditional pricing methodologies. It's actually a powerful combination of eight pricing databases includes: Medical Trend, Healthcare Classification, HCPCS, CPT, and ICD-9-CM, and Pharmaceutical. This unique system allows you to access data in the way that you need, so you can answer all the same questions: flexibility, power and transparency. "Medicode" marketing let you discover exactly how their pricing techniques and what to use. It's backed by the very same clinical expertise and technical support that have made Medicode the national leader in healthcare reimbursement and cost containment tools. Unlike your last software purchase, this one will save you.

Comprehensive Healthcare Payment System is becoming the new standard in cost containment solutions.

MEDICODE
POWER TO MAKE THE RIGHT DECISIONS™

CALL 1-800-745-4000 TO ORDER YOUR FREE DEMO DISKETTE

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MAGAZINE: GLACIER COUNTRY, MONTANA

An ad campaign for the tourism region surrounding Montana's Glacier National Park. Garsh, I even grew up in a small town in Glacier Country.

DID YOU JUST
GET A BITE?
DOES IT MATTER?

MONTANA'S
GLACIER
COUNTRY

Call or write for a FREE full-color
Travel Guide: P.O. Box 177
Dept. 1102-10-10
Missoula, Montana 59806
800-338-5072 • 406-837-6211 • web:glacier.visitmt.com/nga.htm

GET IN TOUCH
WITH YOUR
OUTER CHILD.

MONTANA'S
GLACIER
COUNTRY

Call or write for a FREE
full-color Travel Guide:
P.O. Box 177 Dept. 1102-30-01A
Missoula, Montana 59806
800-338-5072 • http://glacier.visitmt.com/ski.htm



MAGAZINE: DIGITECH

Sound processors and wah-wah pedals for guitar players. One client that went for rude and crude humor.



IT THROWS ITSELF AT YOUR FEET
AND SCREAMS. KINDA LIKE A GROUPIE.

Now there's a stomp box that gives you more wails, shrieks and squeals than the foot you use to stomp on it. Digitech's brand new RP-10. Using the RP-10's award-winning design as a starting point, we've created a monster. First, we've beefed up the distortion section by adding *Orange™* and other home-jamming sounds.

Second, we've added some new effects to help you get down and dirty: *Impressed* reverb, *Gravis* chorus, *gitch* shifting, *phoo* shifting, *ducker*, *whamp™*.

RP-10 FEATURES

- Truecore electronics based with:
 - Overdrive tuning
 - Immense effect access for easy switching
 - Distortion levels
 - Full bandwidth effects (20 Hz to 20 kHz)
 - Two channel auto-ducking
 - 24-bit signal path, 48kHz internal clock
 - Professional standard 1/8" connectors



And we've dropped in our 5-DIGI™ chip, which gives you unmatched digital signal processing power. But we haven't stopped there. A trouble-free

you easily control parameters. Use your foot to rough foot effect to effect in real time, or to change several parameters instantly— with a single foot switch.

Check out the RP-10 at your nearest Digitech dealer. Use your most swollen testis. It'll scream through every set. But it won't beg for backstage passes.



©1998 D. Davey Products, Inc. Digitech 27-0427E 1-800-801-2000 8010 For 0411 000 0000 01394 04/98



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OUTDOOR: RED LODGE MOUNTAIN RESORT

Red Lodge Mountain was in the midst of an expansion, and wanted to let folks know about all the fun stuff they'd been doing. This outdoor campaign helped the mountain record its all-time best year, a record that still stands.

BETTER PARKING?
YOU BET YOUR ASPHALT.

Paved parking & great skiing.



800 ACRES OF SNOWMAKING.
STICK THAT IN YOUR EL NIÑO.

Most snowmaking
in the Northern Rockies.



NEW TRAILS:
EASY, INTERMEDIATE AND #?*@!!

More black diamond
trails than Bridger.

