

This kit is designed to help you, the exhibitor, successfully promote the motion picture, "ILSA SHE WOLF OF THE SS". The entire advertising campaign for this film has been specially selected and carefully tested to produce the best results. This campaign can work if you follow the guidelines set down.

First the newspaper campaign - it is extremely important that the Teasers are utilized to their fullest extent. Teaser #1 must begin at least four days prior to the opening of your regular advertising campaign. On each of the subsequent day run Teasers #2 and #3. These will generate a tremendous amount of interest which will be capitalized upon when you begin running the regular newspaper ads. If time and budget permit then you should run the Teaser campaign twice for added drawing value. To top off your campaign, the large two-colour (black and red) ad should be run on opening day.

The one sheets and other printed media, as well as the photo sets, should be displayed prominently, well in advance of the opening engagement. The poster art is striking and guaranteed to draw an audience. Make sure that it is displayed effectively in all audience traffic areas.

The radio tape is available in two versions. You will receive our prime radio tape with the sounds of women screaming for approval by your local radio station. If this is not accepted for broadcast, then we can supply you with another, more subdued version. It is extremely important to push for acceptance of the prime version though, as it will draw a larger audience. When purchasing radio spots, do not waste your time and money on a lot of worthless ROS packages. Buy individually selected spots during the prime drive periods on the most important radio stations in your area. Especially important are those early morning and later afternoon shows when men are going to and

returning from work.

This campaign has proven to be extremely succesful everywhere it has been tested. By conscienciously keeping to this program, and utilizing any other promotional techniques you may have devised over the years, you can be virtually assured of success as well. Additional supplies or information may be had by simply calling us.

Best wishes for a smooth campaign and a successful run.

HEIU

(to go in teaser box)

Bold
58 let.
68.
11 MED
12
21 Prio

MAKE THESE TEASERS WORK FOR YOU! (all caps slightly bold)
Used properly, they can generate a tremendous amount of pre-screening interest. They should be run in consecutive order starting four days prior to opening. On the final day before opening, follow up with your pre-opener and then commence with your regular campaign. (regular type, caps where specified.)

(to go in credits box)

~~to~~
11 Bold
12
8 Prio

ILSA.....Dyanne Thorne
WOLF.....Greg Knoph
INGRID.....Sandi Richman
MARGRIT.....Jo Jo DeVille
THE GENERAL.....Wolfgang Roehm

#10 Directed by.....Don Edmonds (caps where specified, spacing as indicated, lettering should be fairly bold.)
#10 Running time 95 Mins. Colour

(to go in producers note)

~~bold~~
11 MED
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The film you are about to see is based upon documented fact. The atrocities shown were conducted as 'medical experiments' in special concentration camps throughout Hitler's Third Reich. Although these crimes against humanity are historically accurate, the characters depicted are composites of notorious Nazi personalities; and the events portrayed have been condensed into one locality for dramatic purposes. Because of its shocking subject matter, this film is restricted to adult audiences only.
We dedicate this film with the hope that these heinous crimes will never occur again.

24 →
Herman Traeger
Producer
(Caps where specified, spacing as indicated, normal type.)

(to go in selling aids box - on back cover)

11 Bold
12
line per type

60 - 30 second radio tapes
Television Trailer
Theatre Trailer - One sheets
(caps where specified, Bold type, space as you wish)