
Subject: No Apple ad in Superbowl XX (1986)
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< Oxygen is for people who can't take New Jersey >

It seems the "Apple Superbowl ad" has gone the way of Steve Jobs.

According to the December 2, 1985, ADVERTISING AGE, Apple is one of several advertisers that have decided not to advertise again in the upcoming Superbowl. ComputerLand and Cullinet are two other computer companies that advertised last year, but dropped out this time. IBM, which bought three thirty second spots last year, will have only one. Ad rates are up from \$1 million to \$1.1 million for a one minute ad.

They didn't say whether Next, Inc., would be advertising.-)

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-Paul S. R. Chisholm The above opinions are my own,
{pegasus,vax135}!lzwi!psc not necessarily those of any
{mtgzz,ihnp4}!lznv!psc telecommunications company.
(*sigh* ihnp4!lzwi!psc does *NOT* work!!! Use above paths.)
NOMINATE MARK LEEPER (mtgzz!leeper): HUGO AWARD FOR BEST FAN WRITER IN 1986