

The New York Times

THE MEDIA BUSINESS: ADVERTISING -- ADDENDA

Business/Financial Desk; Section D

Accounts

By Courtney Kane

166 words

9 July 1998

The New York Times

NYTF

Page 3, Column 6

English

(c) 1998 New York Times Company

A brief entry in the Addenda listing on the Media Business page on July 9 about the choice of GFS/Levinson Group in New York to handle advertising for Einstein-Moomjy misidentified the agency that handled the account immediately before GFS/Levinson. It was Magna Group in Hawthorne, N.J., not Ryan Drossman & Partners in New York, which handled the account before Magna did.

CORRECTED BY THE NEW YORK TIMES TUESDAY JULY 21, 1998

* 3D Systems, Valencia, Calif., to Howard, Merrell & Partners, Raleigh, N.C., to handle advertising for the maker of rapid product development systems, which had been handled on a project basis. Billings were estimated at \$3 million.

* Einstein-Moomjy, Pine Brook, N.J., to GFS/Levinson Group, New York, to handle advertising for the carpet, rug and home furnishings retailer, which had been handled by Ryan Drossman & Partners, New York. Billings were estimated at \$2 million.

Document nytf000020010918du79011tx

Search Summary

Text	
Date	All Dates
Source	Newspapers: All
Author	All Authors
Company	3-D Systems Corp
Subject	All Subjects
Industry	All Industries
Region	United States
Language	English
Results Found	186
Timestamp	17 July 2018 11:15