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PUBLICITY MATERIALS

MTRCB MEMORANDUM CIRCULAR NO. 94-013, April 07, 1994

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Color can completely change the impact of a publicity material and remove it from a General Patronage rating especially in the case of blood which will not register in a black and white format.

Thank you for your cooperation.

Adopted: 7 Apr. 1994

(SGD.) ATTY. HENRIETTA S. MENDEZ
Chairman

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