



**THE  
AMERICAN  
TOBACCO  
COMPANY**

SIX STAMFORD FORUM  
P.O. BOX 10580  
STAMFORD-CONNECTICUT 06904-2580

AT 80-M-1 (1-88)

# **ADVERTISING AND SELLING AUTHORIZATION**

DO NOT MAKE ANY COMMITMENT OR AUTHORIZE ANY EXPENDITURE OF ANY KIND FOR ACCOUNT OF THIS COMPANY UNTIL EXECUTIVE APPROVAL HAS BEEN OBTAINED HEREON.  
(SEE GUIDED BY PPM 10.030 IN COMPLETING THIS FORM.)

ORIGINATOR	SALES	JOB NO.	DATE	02/04/91
	<u>BRAND</u>	<u>MEDIUM</u>	<u>DESCRIPTION</u>	
BULL DURHAM	Filter Box		COLLATERAL MERCHANDISING	
BULL DURHAM	Lighte Box		MATERIALS	

PERIOD - FROM 01/91 THRU 03/91

## **REMARKS**

To cover the cost of collateral merchandising materials to be used in 1991 in connection with the merchandising and promotion of BULL DURHAM.

These costs will include but are not exclusive to the the following materials:

CARTON END PANELS	LIGHT THIEF	SCORED CARTONS
DECALS	MOBILES	SHELF DABLERS
LABELS	POSTERS (LARGE WINDOW)	SIDING INDOOR TALKERS
JUMBO PACKS	PACKAGE I.D. STRIPS	

TOTAL \$ 35,000.00

## **APPROVALS**

## **ACCOUNTING DISTRIBUTION**

Agency _____	JAN \$ 10,000.
Forecasting _____	FEB \$ 10,000.
Marketing _____	MAR \$ 15,000.
Sales _____	
V.P. - Marketing _____	
- Sales _____	
President _____	
Chairman/CEO _____	

Account Code	10- 320
Budget Code	
Auth. No.	3060 Yr. 91