


COUPON CODE REGISTRATION FORM

FROM: THOM SMITH

TO: VINCE LOSITO

CC: D. WEST, L. GIORDANO, V. LINDSLEY, A. SADOVNICK, S. RAPISARLDI, B. DAVIN, A. Pasheluk

	<u>KENT HEAVY UP TEST DIRECT MAIL CPNS</u>	<u>New Names</u>
BRANDS(S) APPLICABLE	<u>KENT</u>	
MEDIA	<u>DIRECT MAIL</u>	
ISSUE FREQUENCY/YEAR	<u>1</u>	
SPACE/COLOR	<u></u>	
COUPON ISSUE DATE	<u>10/13/95</u>	
COUPON EXPIRATION DATE	<u>12/17/95</u>	
CIRCULATION	<u></u>	
GEOGRAPHICAL AREA(S)	<u>Regions 11, 17, 21</u>	
COUPON VALUE	<u>\$2 off 3 Pcks or Crtn</u>	
PACK AND OR/CARTON	<u>PACK OR CARTON</u>	
ADVERTISING CREATIVE THEME	<u></u>	
SIGNATURE OF INITIATOR	<u></u>	
DATE INITIATED	<u>6/8/95</u>	
ANALYTICAL REQUIREMENTS:		

FOR CONTROL USE ONLY:

CODE ASSIGNED:

JOB NUMBER:

EST. REDEMPTION:

00862
990
8%

91974562