

COUPON CODE REGISTRATION FORM

FROM: THOM SMITH

TO: VINCE LOSITO

CC: T. BAYLIES, L. GIORDANO, V. LINDSLEY, M. McGLYNN, S. RAPISARLDI, D. maf

BRAND(S) APPLICABLE HARLEY-DAVIDSON

MEDIA MAGAZINE - HOT ROD

ISSUE FREQUENCY/YEAR 1

SPACE/COLOR FULL PAGE

COUPON ISSUE DATE 5/19/93

COUPON EXPIRATION DATE 11/30/93

CIRCULATION 25,461

GEOGRAPHICAL AREA(S) TOTAL HOUSTON, GALVESTON, MINNEAPOLIS, ST. PAUL, DULUTH

COUPON VALUE .75 OFF 1 PACK

PACK AND OR/CARTON PACK

ADVERTISING CREATIVE THEME BLUE SKY

SIGNATURE OF INITIATOR *Thom E. Smith*

DATE INITIATED 2/3/93

ANALYTICAL REQUIREMENTS:

FOR CONTROL USE ONLY: T3-05b

CODE ASSIGNED: 8493

JOB NUMBER: 907G

EST. REDEMPTION: 1.5%

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