

From: Lynnette Stevens

To: Kelli Scruggs

CC: Vincent Losito
George Baroody

Don Kisling
S. Tesh C. Hill

● Brand(s) Applicable	<u>Newport Parent. Lights. & 120's</u>
● Media Type	<u>Direct Mail</u>
● Media Name	<u>Competitive 21 - 34 years</u>
● * Issue Frequency / Year	<u> </u>
● * Space / Color	<u> </u>
● Coupon Issue Date	<u>4/14/00</u>
● Coupon Expiration Date	<u>9/30/00</u>
● Circulation (#)	<u>APPROX. 600,000</u>
● Geographical Area(s)	<u>AR,AZ,AK,CA,CO,FL,ID,IA,CT,ME,MASS,MN,MT,NE, NV,NM,NY,ND,OK,OR,RLSD,UT,W,A,D,C.,WY</u>
● Coupon Value	<u>\$1.50 OFF</u>
● Pack and / or Carton?	<u>PACK</u>
● * Advertising Creative Title	<u> </u>
● Signature of Initiator	<u>Lynnette Kayee Stevens</u>
● Date Initiated	<u>21-Jan-00</u>

Analytical Requirements:

FOR CONTROL USE ONLY	
Code Assigned	<u>05787</u>
Job Number	<u> </u>
Est. Redemption	<u>13%</u>

* Where Applicable

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