

DO NOT MAKE ANY COMMITMENT OR AUTHORIZE ANY EXPENDITURE OF ANY KIND FOR ACCOUNT OF THIS COMPANY UNTIL EXECUTIVE APPROVAL HAS BEEN OBTAINED HEREON.

AGENCY Corporate Media Department NO. _____ DATE 3/17/82

<u>BRAND</u>	<u>MEDIUM</u>	<u>DESCRIPTION</u>
LUCKY STRIKE Low Tar Filters Box - 100%	Outdoor	30 Sheet Posters (White Background)

PERIOD - FROM April THRU July

ENTER ESTIMATES OF AMOUNTS TO BE EXPENDED BY MONTHS UNDER "REMARKS" OR ON ATTACHMENT.

MAXIMUM EXPENDITURES AUTHORIZED

1,680	AIR TIME 30 Sheet Posters XXXXXXXXXXXX	\$26,880.00	1,600 posters plus 5% overrun (80) @ \$16.00 each
	SPACE	_____	
	ART WORK	_____	
	MECHANICAL PRODUCTION	_____	
	DISPLAY MATERIAL	_____	
	CONTINGENCY	_____	
	<u>Estimated Freight Charges</u>	<u>2,000.00</u>	
	_____	_____	
	_____	_____	
	TOTAL	\$ 28,880.00	

REMARKS:

For posting in Cincinnati, Covington and Tampa/St. Petersburg.

Posters are captioned for identification, "LUCKY STRIKES AGAIN" (printed in red) with the word "New" printed in a snipe effect in the upper left corner. These posters have a white background and will be further identified as such in order to differentiate from a second design which will have a solid red background with white lettering.

Posters are printed six colors (four color process and two impressions of red) on white 70# outdoor poster paper.

APPROVALS

Agency	_____
Product	_____
Media	_____
Sales	_____
Marketing	_____
Executive	_____
Accounting	_____
Budget Allocation	<u>L-3a</u>
Authorization No.	<u>M-49</u>