

LAURENCE, CHARLES, FREE & LAWSON, INC.
BULLETIN ADVERTISING-INSPECTION REPORT

MARKET Lakeland Metro Market

BRAND Misty

POPULATION 400,400

SCHEDULE 2/20 & 3/20 RIDE DATE 3/23/91

OPERATOR The Lamar Corp.

FULL INSPECTION _____ SPOT CHECK _____

NUMBER VIEWED _____

TYPE OF DISPLAY

PERMANENT

BULLETIN

WALL

ROTARY

LOCATION See attached list

NO. OF ROTARIES 8 RB

DAILY
EFFECTIVE CIRCULATION 240,900

AVERAGE DAILY
EFFECTIVE CIRCULATION 218,499

DESIGN ON DISPLAY: (Condition And Rendition of Copy)

COMMENTS: (Description of Location or Rotary Plan, Brand Category Competition)

This is a comparatively easy market to cover. It is less than an hour from Tampa airport. Our bulletins are on every major arterial and in all quadrants of the area. No changes were made. Some minor on-premise blocking and trees were noted, but not deemed serious enough for correction.

The only other tobacco in the market was a standing 6 Panel RJR buy currently showing Camel.

COMMENTS ON PLANT: (Condition, Structures, Painting Ability, Lighting, Cooperation, etc.)

The plant is well maintained and covers all parts of the market. Lamar looks like a good citizen here, keeping a good-looking operation, doing public service, and carrying a lot of local advertisers.


INSPECTION BY