

COUPON CODE REGISTRATION FORM

FROM: JESSICA ARATO

TO: VINCE LOSITO

CC: K. AUGUSTYN, L. GIORDANO, M. McGLYNN, S. RAPISARLDI

BRANDS(S) APPLICABLE	<u>All Kent Family Packings</u>
MEDIA	<u>Magazines: People, Rolling Stone, Cosmopolitan,</u> <u>Mademoiselle, New York Magazine</u> <u>Newspaper: Village Voice</u>
ISSUE FREQUENCY/YEAR	<u>September</u>
SPACE/COLOR	<u>Magazines: P 4/C; Newspapers: 1/2 B/W</u>
COUPON ISSUE DATE	<u>September 1, 1992</u>
COUPON EXPIRATION DATE	<u>December 31, 1992</u>
CIRCULATION	<u>1,221,000</u>
GEOGRAPHICAL AREA(S)	<u>Tier I</u>
COUPON VALUE	<u>Free Pack</u>
PACK AND OR/CARTON	<u>Pack</u>
ADVERTISING CREATIVE THEME	<u>Rebecca</u>
SIGNATURE OF INITIATOR	<u></u>
DATE INITIATED	<u>May 14, 1992</u>
ANALYTICAL REQUIREMENTS:	

FOR CONTROL USE ONLY:

CODE ASSIGNED:

JOB NUMBER:

EST. REDEMPTION:

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