

COUPON CODE REGISTRATION FORM

FROM: JESSICA ARATO

TO: VINCE LOSITO

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

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

ANALYTICAL REQUIREMENTS:

FOR CONTROL USE ONLY:

CODE ASSIGNED:

JOB NUMBER:

EST. REDEMPTION:

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