



SIX STAMFORD FORUM
P.O. BOX 10380
STAMFORD-CONNECTICUT 06904-2580

AT ID-M-1 (1-88)

ADVERTISING AND SELLING AUTHORIZATION

DO NOT MAKE ANY COMMITMENT OR AUTHORIZE ANY EXPENDITURE OF ANY KIND FOR ACCOUNT OF THIS COMPANY UNTIL EXECUTIVE APPROVAL HAS BEEN OBTAINED HEREON.
(BE GUARDED BY PRINTED CDS IN COMPLETING THIS FORM.)

ORIGINATOR **SALES** JOB NO. - DATE **02/04/91**

BRAND

MEDIUM

DESCRIPTION

BULL DURHAM Filter Box
BULL DURHAM Lights Box

COLLATERAL MERCHANDISING MATERIALS

PERIOD - FROM **01/91**

THRU **03/91**

REMARKS

To cover the cost of collateral merchandising materials to be used in 1991 in connection with the merchandising and promotion of BULL DURHAM.

These costs will include but are not exclusive to the the following materials:

CARTON END PANELS	LIGHT THIEF	SCORED CARTONS
DECALS	MOBILES	SHELF DANGLERS
LABELS	POSTERS (LARGE WINDOW)	SIDING INDOOR TALKERS
JUMBO PACKS	PACKAGE I.D. STRIPS	

TOTAL \$ **35,000.00**

APPROVALS

ACCOUNTING DISTRIBUTION

Agency _____

JAN \$ 10,000.
FEB \$ 10,000.
MAR \$ 15,000.

Forecasting _____

Marketing _____

Sales _____

V.P. - Marketing _____

Sales _____

President _____

Chairman/CEO _____

Account Code	16- 320
Budget Code	7000000000
Auth. No.	5060
	Yr. 91