



**THE
AMERICAN
TOBACCO
COMPANY**

SIX STAMFORD FORUM
P.O. BOX 10380
STAMFORD, CONNECTICUT 06904-2380

AT 89-14-1 (2-89)

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 GUIDED BY PPM 68.020 IN COMPLETING THIS FORM.)

ORIGINATOR Marketing Department

PROJECT CODE

DATE 9/10/92

BRAND(S)

PROJECT DESCRIPTION

Montclair

Direct Mail
Offensive
Acknowledgement

COVERAGE PERIOD October

THRU December 1992

MEMO Montclair Direct Mail Offensive Acknowledgement program cost breakdown

Estimated costs		
- Art/Mechanicals	\$10,600.00	
- List Pull/Reports	6,000.00	
- Coupon Tracking	4,128.00	
- Printing	47,481.00	
- Prep/Proof/Programming	4,500.00	
- Setup Fee/Drop	2,300.00	
- Postage	42,500.00	
- Redemption		
(17CM X 30% X \$1.11)	56,610.00	*43300 131687
- Conversion Study	15,000.00	
- Contingency	331.00	

*HOB1 \$56,610

HOB2 118,390

ORD 15,000

**** Approvals Attached ****

TOTAL \$ \$190,000.00

APPROVALS	ACCOUNTING DISTRIBUTION
Agency _____	January
Budgets _____	February
Marketing _____	March
Sales _____	April
V.P. - Marketing _____	May
V.P. - Sales _____	June
V.P. - Marketing & Sales _____	July
President _____	August
Chairman/CEO _____	September
	October
	November
	December

Cost Center HOB1/HOB2/ORD

Budget Code R-76 1992

Auth. No. Yr.

7/2/93