

LongHaymesCarr LINTAS

MEMORANDUM

To: Patti Ittermann
R.J. Reynolds Tobacco

From: Susan Kendall

Date: May 8, 1995

Re: Salem Preferred Introduction/Chicago: Wall

*Just
quitting*

A potential third wall (see attached) has been identified for Salem Preferred in Chicago. This 70' high by 47' wide wall is located on Division and State in the popular Rush Street area. The space cost is approximately \$10.4M per month. If a 12-month contract started in July the approximate 6 month cost in 1995 would be \$62.3M; the approximate 6 month cost in 1996 would be \$62.3M. The 1995 portion of the cost could be funded out of Salem magazine, newspaper, and OOH reserves. (As information, the production cost for one paint is included in the above costs.)

As this location is very popular with advertisers, we may need to make a commitment very soon. Carl is checking with the supplier to see when a decision is needed.

SLK 5/11 AM

If you have any questions, please feel free to call. Also, if there is interest in this opportunity, please let us know as soon as possible so we can get additional maps, specs, and other details about the wall for you.

SLK *me*

cc: Joan Williard - RJRT
Carol Sterling - LHCL
Carl Haynes - LHCL