

ADVERTISING MEDIA ESTIMATE AND SCHEDULE

Client: BROWN & WILLIAMSON TOBACCO CORPORATION
HALLMARK CIGARETTES

Period: JANUARY-APRIL 1971

Compiled by: WR

Estimate No. 192-071-A (2nd Revise)

Date: April 22, 1971

BROWN & WILLIAMSON TOBACCO CORPORATION
HALLMARK CIGARETTES
TEST MARKETS - OUTDOOR ADVERTISING
JANUARY-APRIL 1971

MONTH	PITTSBURGH	NASHVILLE	TOTAL
January	\$10,892.00	\$ 6,173.50	\$17,065.50 ✓
February	10,892.00	6,173.50	17,065.50 ✓
March	6,160.00	3,916.00	10,076.00 ✓
April	6,160.00	1,912.50	8,072.50 3/31
	\$34,104.00	\$18,175.50	\$52,279.50

Approval of this estimate to be indicated by signing and returning the duplicate copy.

Rates quoted are contingent upon acceptance by media, and are subject to change by media without notice.

Color pages are non-ancellable.

Advertiser must use aggregate space, time, etc., contracted for (as justified by estimates) or pay ad amount rates when demanded by media.

Cash discounts allowed only if paid within discount period.

Accepted _____ Date _____

KENYON & ECKHARDT ADVERTISING, INC.