

The Tobacco Institute

1994 BUDGET

COST CENTER	Advertising/Youth Programs	No.	1308
	1993 BUDGET (\$000)	1993 ESTIMATED (\$000)	1994 BUDGET (\$000)
<u>Account #6201 - Advertising</u>			
"Tobacco:Helping Youth Say No"			
. General Consumer	\$ 800	\$ -	\$ -
. Decision Makers	200	-	-
. Minority	90	-	-
. Education Journals	20	-	-
. Miscellaneous placements	15	-	-
Advertising Agencies			
. Reuben M. Smith Assoc. - advertising agency retainer in lieu of ad commission	180	-	-
. Holding fees and residual payments for PSA actors	150	-	-
. Production expenses for print ads	40	-	-
. Model fees for use of THYSN photos in billboards/posters	25	-	-
Funds for national print advertising campaign in response to Surgeon General's report on smoking and young people	150	-	-
"It's the Law" placements in national and state retail pub- lications	70	-	-

CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION

PAD.DRBA (DRBA)

06/17/93

TIFL 0528107

TIMN 189236