

Ted Bates new york / advertising

COMMISSIONABLE

BROWN & WILLIAMSON TOBACCO CORPORATION

# PRINT PRODUCTION ESTIMATE

BRAND KOOL DATE OCTOBER 25, 1976  
 CAPTION \_\_\_\_\_ EST. # 04-PH-76-32  
 SUBJECT SEPARATED FALLS B&W CODE # K-H-75-6  
 PHOTOGRAPHER/ARTIST BORIS BOLSTAD JOB # K-1497  
PETER ARNOLD

| AD TITLES | PUBLICATION(S)    | COVER DATE(S) | SIZE(S)                       | COLOR |
|-----------|-------------------|---------------|-------------------------------|-------|
|           | GENERIC MAGAZINES | 1977          | TIME<br>TV GUIDE<br>SUPP PAGE | 4/C   |

|                         | Cost Per<br>Ad/Item | No. of<br>Ad/Items | Estimated<br>Total Cost | Actual<br>Total<br>Cost |
|-------------------------|---------------------|--------------------|-------------------------|-------------------------|
| Photographer's Fee      | 1,300               | 1                  | 1,300                   |                         |
| Stock Photography       |                     |                    |                         |                         |
| Peak Photography        |                     |                    |                         |                         |
| Line Photography        |                     |                    |                         |                         |
| Model Fee               |                     |                    |                         |                         |
| Model Agency Fee        |                     |                    |                         |                         |
| Location Scouting Fee   |                     |                    |                         |                         |
| Property Release Fee    |                     |                    |                         |                         |
| Props/Set Construction  |                     |                    |                         |                         |
| Wardrobe (Stylist)      |                     |                    |                         |                         |
| Wardrobe (Clothes cost) |                     |                    |                         |                         |
| Hair Stylist            | 255                 | 1                  | 255                     |                         |
| Dye Transfer            | 600                 | 1                  | 600                     |                         |
| Re-Touching             | 50                  | 4                  | 200                     |                         |
| Transparencies          | 40                  | 1                  | 40                      |                         |
| C-Prints                |                     |                    |                         |                         |
| Photolettering          |                     |                    |                         |                         |

*Chrome 50.00*  
*320 + 33*

F-246 1200 1/72

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IF THE FILM IMAGE IS LESS CLEAR  
 THAN THIS NOTICE, IT IS DUE TO THE  
 QUALITY OF THE DOCUMENT BEING REPRODUCED.