



FOR YOUR INFORMATION

KAREN MARRYSHOW

DATE: July 16, 1999  
TO: Ken Smikle, Target Market News  
SUBJECT: Revised Timetable for Circulation Study

Please forward a revised proposal to reflect the following:

Send Verification Letter & Circulation Study Purpose Letter to Publishers	July 19
Signed verification letter (by publishers) and copy of newspaper directly to Philip Morris	July 23
Addendum to Contract to NNPA	July 26*
Printing of FSI	July 30
Mailing of FSI	August 2
FSI inserted into newspapers	August 9
Postmark deadline for entry form	August 23
Tabulation of data by Target Market News	August 24-26
Final report due to Philip Morris (by overnight mail)	August 30**
Contest Winners Selected	August 31
Prizes distributed	September 3

Please note:

\* Addendum request is being forward to PM Legal - 7/16

**\*\* This is a drop dead date**

Please call on receipt of this correspondence. 917-663-3516.

Thank you.

*Km*

*missed due to legal review of letter*

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