



AT 82-11-1 (3-82)

ADVERTISING AND SELLING AUTHORIZATION

DO NOT MAKE ANY COMMITMENT OR AUTHORIZE ANY EXPENDITURE OF ANY KIND FOR ACCOUNT OF THIS COMPANY UNTIL EXECUTIVE APPROVAL HAS BEEN OBTAINED HEREON.
(BE GUIDED BY PPM 88.024 IN COMPLETING THIS FORM.)

ORIGINATOR	Marketing Department	PROJECT CODE	DATE
			8/4/92
	<u>BRAND(S)</u>		<u>PROJECT DESCRIPTION</u>
	Bull Durham		Free Pack Tip-In Coupon Promotion Supplement

COVERAGE PERIOD September THRU December 1932

MEMO Supplement to cover additional funding for the Bull Durham Free Pack Tip-In Sportsman guide catalog coupon promotions. Total supplement \$61,350.00

R-23	
1992	\$42,600.00
Suppl	61,350.00

	\$103,950.00

TOTAL \$ **\$61,350.00**

APPROVALS	ACCOUNTING DISTRIBUTION	
	January	
	February	
Agency _____	March	
	April	
Budgets _____	May	
	June	
Marketing _____	July	
	August	
Sales _____	September	\$16,350.00
	October	15,000.00
V.P. - Marketing _____	November	15,000.00
	December	15,000.00
V.P. - Sales _____		
V.P. - Marketing & Sales _____		
President _____		
Chairman/CEO _____		

Cost Center	HBA1
Budget Code	R-23 Supp 1 1992
Auth. No.	Yr.