

VIRGINIA SLIMS CREATIVE REQUEST

DATE: June 7, 1990  
TO: Bill Hanekamp  
FROM: Susan Graf  
PROJECT: V.S. Chps

OVERVIEW: Magazine insert / 4-Panel Brochure  
1989 Sample attached

TARGET: Tennis fans, potential ticket buyers.

COMMUNICATION  
OBJECTIVE(S): top players  
dates  
ticket order form

COPY SPECIFICS/  
LEGAL REQUIREMENTS: See attached outline  
Warning box  
Pack Shot  
T+N

SPECIAL INSTRUCTIONS: Each panel measures 4" w x 9  $\frac{1}{8}$ " h  
4 PANELS TOTAL  
Add a  $\frac{1}{4}$ " tab so that it can be bound into  
a publication.

POS CODE NUMBER(S):

DUE DATES: A&K: June 18, 1990

CC'S: Ina Broeman, Susan Jannetta, Barbara Stoldt  
Deane Weissman, Nancy Parmet, Dave Etz