

# Ogilvy & Mather

Advertising  
676 St. Clair, Chicago, Illinois 60611  
Telephone: 1-800-988-2500 • Telex: 255062 • Cable: Ogilvy Chicago

## INSERTION ORDER

C

Please insert the advertising as listed below for:

ADVERTISER: **BROWN & WILLIAMSON**  
PRODUCT: **RICHLAND**

DATE

03/31/86

ORDER NO.

284

PAGE NO.

1

TO THE  
PRINT PAPER  
OR

CAPITAL-JOURNAL  
5TH & JEFFERSON STS.  
TOPEKA KS 66607

ADVERTISER

CAPTION

INS. DATE

ED

INCHES

SPACE

\*\*\* IMPORTANT: ALL DATES ARE WEEK OF \*\*\*

04-26-1986

"C" WEEK...50 FREE... "A" / 51 ANT

04/22/86

M

63.000 6X10.5 INCHES  
EXPANDED S.A.U.

### POSITION INSTRUCTIONS

RUN FAR FORWARD IN MAIN NEWS / HIGH-RANGE PAGE. AVOID CLUTTER.  
MONDAY THROUGH FRIDAY LEEWAY (WHICHEVER DAY THE POSITIONING CAN BEST  
BE ACHIEVED)

WE REQUEST THAT NEWSPAPERS CAPABLE OF AN EVENING/MORNING SPLIT  
RUN AD IN THE EVENING EDITION THEN THE FOLLOWING MORNING EDITION  
EXAMPLE -- TUESDAY(E)/WEDNESDAY(M)

A MINIMUM SEPARATION OF FOUR (4) PAGES IS REQUIRED BETWEEN A BROWN & WILLIAMSON INSERTION AND A COMPETITIVE TOBACCO AD. DO NOT RUN MORE THAN ONE BROWN & WILLIAMSON PRODUCT IN ANY ONE ISSUE. NO OTHER TOBACCO ADS / OBITUARIES / COMICS / CHILDREN'S FEATURED OR MATERIAL ANTI-THETICAL TO USE OF TOBACCO TO APPEAR ON SCREEN. ANTI-THETICAL MATERIAL IS TO BE CONSTRUED AS ANY EDITORIAL MATERIAL OR ADVERTISEMENT CONCERNED WITH ANY FORM OF CANCER OR LUNG DISEASES OR ARTICLE OR ADVERTISEMENT ADVOCATING NONSMOKING. A FULL-PAGE 4-COLOR AD IS NOT TO RUN OPPOSITE AD. AVOID CLUTTER ON FRACTIONAL ADS. STRESS THE IMPORTANCE OF POSITIONING AS IT IS ESSENTIAL TO THIS CAMPAIGN.

### MATERIAL INSTRUCTIONS

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Per: L. ALTARES

Ogilvy & Mather

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