

LTS, Inc.
Advertising Services

25. Reynolds

MAGAZINE COUPONS 1981

JANUARY 1981- Oct 1982

(2) More+Menthol #238- Coupon-Buy one pack, get one free

People	4/27/81	\$ 58,800
McCall's	5/81	102,260
Metro. Home	5/81	22,170
Redbook	5/81	74,205
House & Garden	5/81	36,630
BH&G	5/81	114,710
		<u>\$408,775</u>

(1) Vantage+Ultra #385 Coupon-75¢ off carton

Stateside Family	8/81	\$3,250
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(1) Salem Ultra+100UL #111- Coupon-75¢ off carton

Stateside Family	2/81	\$3,250
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(2) Winston Ultra+100UL #114- Coupon-75¢ off carton

Stateside Family	4/81	\$3,250
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(4) Salem L+100L #163 Coupon-Free Pack

Essence	5/81	\$17,145
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(2) Now+100 #177 Coupon-Two free packs & \$1.50 off carton mail-in

Sat. Review	12/81	\$74,000
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Xool #460 Coupon-25¢ off pack, \$1.00 off carton

People	11/2/81	\$ 69,600
Cosmopolitan	12/81	53,670
Playgirl	12/81	18,510
True Story	12/81	26,870
Family Circle	12/22/81	132,900
House & Garden	12/81	46,660
McCall's	12/81	112,800
		<u>\$461,010</u>

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