

From: Ittermann, Patti F.
To: Bradt, Christine (LHC)
CC:
BCC:
Primary Date: 1/6/2000 9:28:52 AM
Last Modified Date: 2000-Jan-06 09:31:03
Last Touched Date:
Sent Date: 2000-Jan-06 09:28:52
Received Date: 2000-Jan-06 09:28:52
Subject: misc.{F}

Attachments:

well, if we lose it, we lose it. Thanks for trying....

-----Original Message-----

From: Bradt, Christine [SMTP:christine.bradt@lhcadv.com]
Sent: Thursday, January 06, 2000 9:22 AM
To: Ittermann, Patti; Geren, David; Lawley, Elizabeth-Lee; Bower, Shannon
Cc: Funderburk, Douglas; Stohrer, Don
Subject: RE: misc.
Importance: High

When we negotiated with this publication upfront, they gave us two covers, the 4C in April and the 2CS in November. The rep is investigating whether or not we can get a 4C elsewhere in the year, but it is doubtful as covers were spoken for during upfront negotiations in 1999 - that's how we were able to secure two. Just an FYI.

-----Original Message-----

From: Ittermann, Patti F. [mailto:ITTERMP@RJRT.com]
Sent: Thursday, January 06, 2000 9:10 AM
To: Bradt, Christine (LHC); David Geren; Elizabeth-Lee Lawley; Shannon Bower
Cc: Funderburk, Douglas A.; Stohrer, Donald Jr.
Subject: FW: misc.

The brand would like to get out of the BC on American Homestyle if possible. (I disagree, and hate to give up a hard-fought for franchise cover for the company, but the Brand has spoken...) Lets try to see if we can give it up on a one-time basis, or if we can MOVE the cover to later in the year...maybe switch with another BC advertiser in a later month. We can ask to do this too on a one-time basis (i.e., next year the covers would revert back for each

52797 1458