

Kent Family
1986 Promotion Budget

\$18,370.5	<u>TOTAL COMMITTED</u> (See attached breakdown)
870.3	<u>HEARTLAND DEFENSE</u> \$2.00 at Retail / 3 \$2.00 BB Oct/Nov/Dec.
826.0	<u>CORE DEFENSE</u> \$2.00 FSI / \$2.00 BB October
1,540.5	<u>MAGAZINE FREE PACK</u> W/ BB Program 20,000 M circ. November
134.7	<u>OFFENSIVE LOCAL MKT.</u> Free Pack + BB (NCC costs) circ 3,742
51.0	<u>SAMPLING TEST PROGRAMS</u>
<u>260.0</u>	<u>SAMPLING TEST PROGRAMS</u>
\$22,053.7	

M. A. K.
6/12/86

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