

Ogilvy&Mather

Advertising

676 North Clark, Chicago, Illinois 60611
Telephone: 312/988-2900 • Telex: 255462 • Cable: Ogilvy Chicago

INSERTION ORDER

C

Please insert the advertising as listed below for:

ADVERTISER: BROWN & WILLIAMSON
PRODUCT: RICHLANDS

DATE ORDER NO. PAGE NO.

03/31/96 284 1

TO THE
PUBLISHER
OF
CAPITAL JOURNAL
211 & JEFFERSON STS.
FOPERA, KS 66657

AD NUMBER	CAPTION	INS. DATE	ED	INCHES	SPACE
03-96-4926	"S. SIEBEL, 100 FREE, "ASIAN	03/28/96	N	63.000	6X18.5 INCHES EXPANDED S.A.U.

POSITION INSTRUCTIONS

RUN FAR FORWARD IN MAIN NEWS / NIGHT-HAND PAGE. AVOID CLUTTER.
MONDAY THROUGH FRIDAY LEADWAY (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)/MONDAY(M)

A MINIMUM CLASSIFICATION 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-THEATRICAL TO USE OF TOBACCO TO APPEAR ON SPREAD. ANTI-THEATRICAL MATERIAL IS TO BE CONSIDERED AS ANY EDITORIAL MATERIAL OR ADVERTISEMENT CONCERNED WITH ANY FORM OF CANCER OR LONG DISEASES OR ARTICLES OR ADVERTISEMENTS ADVOCATING NONSMOKING. A FULL-PAGE 4-COLOR AD IS NOT TO RUN DEPOSITS AD. AVOID CLUTTER ON FRACTIONAL ADS. STRESS THE IMPORTANCE OF POSITIONING AS IT IS ESSENTIAL TO THIS CAMPAIGN.

MATERIAL INSTRUCTIONS

MATERIALS FOR THIS INSERTION ARE BEING SHIPPED UNDER SEPARATE COVER FROM
GEER DU BOIS ADVERTISING OF NEW YORK. ANY QUESTIONS REGARDING MATERIALS
PLEASE CALL MR. ORIAN SULLIVAN OF GEER DU BOIS - 1-(212)-741-1200.

(CONT)

Per: L. ALTARES

Ogilvy&Mather

- Please check reproduction material against proof to make sure it corresponds in every respect.
- If instruction proof and material for reproduction differ, advise us *immediately*.
- This insertion order is subject to standard conditions on reverse side of this order.

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