

OUT-OF-HOME AND POINT-OF-SALE MEDIA ADVERTISING SUBMISSION MEMO

TO: LAW DEPARTMENT
FROM: Laura Woods DATE: March 24 1986
RE: AD NO. K-56-004-PA-118-WC REVISION NO.
TITLE Risk Takers - New Miller Box

Attached for Law Department review is a stat of the mechanical for the ad described in this memo. The mechanical has been signed by all necessary creative agency and Brand Group people. The stat reflects the copy, positioning, and photographic content of the ad as the Brand Group presently intends to run it; if any changes are subsequently made in the mechanical, we will submit a revised stat to you for review. I have checked and measured with approved "acetates" the Warning Notice and T/K legend as they appear on the mechanical; both are present on the mechanical, in the sizes indicated below and in the position shown on the stat. Both exactly match the acetates which I used to measure them. The copyright legend is present and reads as shown below.

TYPE OF MEDIUM: Pilot (e.g., 30 sheet, exterior transmit, shelf talker)

SIZE OF AD: 672 sq. ft./feet (efface one)

WARNING NOTICE: Pub. 130

"TAN" AND NICOTINE: 35" Cigs

COPYRIGHT NOTICE: 1986 B&W T. CO.
(year)

Submitted by:

Doris Burchard

Law Department:

J.C. Amato

3-25-K6

ORIGINAL - returned to Brand Group
PHOTOCOPY - retained by Law Department

NOTICE IF THE FILM IMAGE IS LESS CLEAR
THAN THIS NOTICE, IT IS DUE TO THE
QUALITY OF THE DOCUMENT BEING FILMED.

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