

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

TO: LAW DEPARTMENT

FROM: Dennis Woods

DATE: September 27, 1988

RE: AD NO. K-88-SP-95

REVISION NO. _____

TITLE Kool "B&WTC and Kool Salute The United Negro College Fund Annual Walk-a-thon"

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/N 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: 10'x3' Banners (e.g., 30 sheet, exterior transit, shelf talker)

SIZE OF AD: 30 sq. feet (efface one)

WARNING NOTICE: Exhibit 9D - 3rd Qtr.

"TAR" AND NICOTINE: 1" Caps

COPYRIGHT NOTICE: 88-3 B&W T. CO.
(year)

Submitted by:

Dennis Woods

Law Department:

BHF - 9/27

ORIGINAL - Returned to Brand Group
YELLOW - Retained by Law Department
PINK - File

RECEIVED

SEP 27 1988

B.H.F.

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