

AUDITED**ADVERTISING DISTRIBUTORS, INC.**
777 THIRD AVENUE, NEW YORK, N.Y. 10017 (212) 752-8011

INVOICE # 8898

Brown & Williamson Tobacco Company
1600 West Hill Street
Louisville, Kentucky 40201

DATE September 25th, 1978

ORDER NO.

JOB NO. P-5399

Attn.: Mr. Richard Veatch

TERMS: NET CASH ON PRESENTATION

RE: FULL PACK SAMPLING PROMOTION - VICEROY RICH LIGHTS
LITTLE ROCK, ARKANSAS - TEST MARKET - STARTING 8/22/78

DISTRIBUTION CHARGES

MARKET	CATEGORY	QUANTITY	RATE/M	TOTAL CHARGE
Little Rock, Arkansas	Standard Distribution	33,000	\$ 123.50	\$ 4,075.50
	15% Surcharge			611.33
	Coupon Banding	33,000	\$ 30.00	990.00

Market start-up charges includes: 1-pre-planning, setting-up market, selecting distribution sites, interviewing and arranging for personnel; 2-conducting training sessions for all personnel, including time charges and transportation costs for personnel attending session; 3-transporting and maintaining home office supervisors in market to handle distributions.

875.00

WAREHOUSE CHARGES

Cost of warehousing samples in bonded facilities including daily in and out handling charges

245.00

Cost of unpacking samples from inner cartons and repackaging in outer boxes and plastic bags to facilitate easy handling of samples in the field.

161.70

Cost of disposing of empty cartons, corrugated boxes and plastic bags via private sanitation facilities.

52.50

MISCELLANEOUS CHARGES

Airfreight - Cost of air freighting materials including distributor baskets to market.

129.00

Insurance - Cost of insuring samples in warehouse for duration of promotion.

70.00

Rental Fees - Location rental fees and security spiffs to enable crews to distribute on Shopping Center, Mall and/or Special Events premises.

200.00

Trucking - Cost of picking up samples from wholesaler.

62.00

Sub-total

\$ 7,472.03

resident mailings local and national / specialized name lists / complete computer services / adult home distribution of circulars, coupons and samples
street distribution for banks and agencies / carrier buy circular deliveries / premium fulfillment / packaging / controls / unrecapitulation

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