

CABLE
POWHEATON

The American Tobacco Company

A DIVISION OF AMERICAN BRANDS, INC.

245 Park Avenue
New York, N.Y. 10017

January 5, 1977

Memorandum to:

Mr. D. Jackman
F. W. Free

Dear Dave:

1976 Budgets

Attached are separate schedules showing final advertising budget allocations for the following brands handled through your agency:

[CARLTON Filter 83mm and Menthol
Cup and Box]

CARLTON Filter 70mm - Cup

SILVA THINS Filter and Menthol 100s

The attachments cancel and supersede the similar schedules previously furnished.

Cordially,

J. R. Costello
J. R. Costello
Marketing Controller

Attachments

cc: Mr. J. A. Walsh
Mr. H. W. Bahrenburg
Mr. M. A. Bishop

MARKETING DEPARTMENT

1976 Advertising Budget (000)

CARLTON Filter 83mm and Menthol - Cup and Box
(Product)

	<u>Space</u>	<u>Production</u>	<u>Total</u>
	\$	\$	\$
F_.1	<u>MAGAZINES</u>		
	A. General	5,155	164
	B. Policy	8	5
F_.2	<u>NEWSPAPERS</u>		
	A. Regular	6,645	151
	B. Ethnic	170	2
	C. Sunday Supplements	98	7
F_.3	<u>OUTDOOR</u>		
	A. 30 Sheet Posters	3,057	208
	B. Ethnic Posters		
	C. Rotating and Permanent Painted Bulletins	1,887	46
	D. Times Square Animated Bulletin	138	24
F_.4	<u>TRANSPORTATION POSTERS</u>	3,296	230
F_.5	<u>SPECIAL PROMOTIONS</u>		
	A. The CARLTON Golf Tournament		226
	B. Black Newspaper Publicity		61
	C. \$2 Bill Offer		24
F_.16	"Thought Leader" Mailings		64
F_.19	<u>PAINTED BOARDS (Factories)</u>		1
F_.20	<u>GENERAL SAMPLING AND MISCELLANEOUS</u>		38
GRAND TOTAL			<u>\$21,705</u>

December 27, 1976
(Date)