

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Mike Mahan**DATE:** August 16, 1993**FROM:** Cindy Shore *CS***SUBJECT:** Alpine Advertising Wish List

As you are aware, Alpine plans to launch the Mountain Fresh campaign in December in 39 key markets. The required funding is \$3.2MM, including production using stock photography. Alpine will fund \$1.8MM through cancellation of its December direct mail program. Details of funding are as follows:

<u>Item</u>	<u>Amount</u>	<u>Status</u>
LBC development and production	\$350M	funded
Print: News weeklies	371	funded
Monthlies	376	funded
Sunday supps	615	funded
Outdoor: C-Stores	<u>1,488</u>	requested
	\$3,200M	

Incremental funding requests (in order of priority) for 1993 are as follows:

<u>Item</u>	<u>Amount</u>	<u>Status</u>
December 30 sheet, #50 showing, BCD cty	\$1,037M	requested
January print (same sched as December)	1,362	requested
LBC Production	200	requested
Alpine shoot in December (estimated)	<u>501</u>	requested
	\$3100M	

The total funding request for the balance of 1993 for Alpine is \$4,588M.

I will have a complete media plan w/o August 16, including reach, frequency and SOV numbers.

I believe that Alpine has a compelling message and needs to communicate its imagery and low price as much as possible during the introductory period.

cc: Gina Plaia

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