

**CONFIDENTIAL:**  
**MINNESOTA TOBACCO LITIGATION**  
**AD "C"**

**"IT'S THE LAW" ADVERTISING COPY**  
**(For use in national and state retail trade publications)**

H -

**It's the Law**

B -

The tobacco industry is committed to seeing this sign prominently displayed throughout the nation wherever cigarettes are sold.

Why? Very simply, we do not want our products in the hands of young people. We never have. We never will.

Working with national, state and local retail groups, the tobacco industry will work to have this signage displayed wherever cigarettes are sold. To learn more about "It's the Law," write The Tobacco Institute. We'll send you the material you need to get this program in your store.

**TIMN 0039144**

TIOK 0001226

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**ADVERTISING SCHEDULE**  
**"IT'S THE LAW"**

**September 1990 - December 1991**

	<b>Cost</b>	<b>Circulation</b>
<b>September, 1990</b>		
Convenience Store News	\$ 8,350	117,778
Progressive Grocers	13,354	72,024
US Distribution Journal	<u>6,075</u>	<u>17,671</u>
National retail trade pubs	\$ 27,779	207,473
State retail trade pubs	\$ 22,221	
Totals for 1990	\$ 50,000	
<b>1991 plan</b>		
Convenience Store News x2 insertions	\$ 16,700	
Progressive Grocers x2 insertions	16,708	
US Distribution Journal x2 insertions	<u>12,150</u>	
National retail trade pubs	\$ 55,558	
State retail trade pubs	\$ 44,442	
Totals for 1991	\$100,000	

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