



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

*Quic
FyI
A.C.*

October 3, 1991

Mr. Scott VanDevelde
Media Buyer/Planner
Leo Burnett U.S.A.
35 West Wacker Drive
Chicago, IL 60601

Re: Alpine 1992 Media Plan

Dear Scott:

The Alpine Brand Group has allocated \$1,230.0M towards six FSI's in 1992 (see attached schedule). No other media activity is planned at this time. The budget was based on a cost for a page 4/C bleed co-op FSI that was originally scheduled for November 15th of this year in 61 markets, circulation totalling 24.7MM.

The market list, however, has been revised slightly and, therefore, we need to have new circulation and cost estimates by October 7th when we are in Chicago (see new market list attached).

Brand is open to reviewing couponing alternatives (e.g., unique units in ROP and/or magazines, direct mail vehicles, etc.) that will deliver similar redemption, costs and reach to FSI's. We will review this information with the Direct Response group to obtain their point of view.

In addition, please examine USSPI's new FSI program "Advantage" to determine if there is any rationale to include it as a complement to Product Movers/Quad Marketing FSI program. Coverage, CPM and duplication by market should be examined.

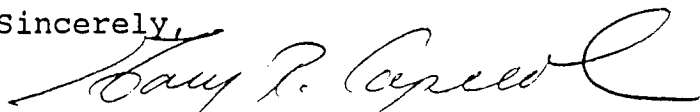
2061508172

Mr. Scott VanDevelde
October 3, 1991
Page 2

As specified on the attached schedule, the first FSI is to be placed during the "PPP" cycle of 1/6 - 2/14. Please ascertain dates available and provide us with space and material closing dates.

If you have any questions, please call.

Sincerely,



Gary R. Capreol
Coordinator, Media Planning

GRC/tr
Attachment

cc: J. Greene
E. Merlo
B. Mikulay
M. Nawrocki
R. Schneider
J. Spector
R. Stirlen

M. Makuch - LBCo

2061508173