



Time Inc. Magazines

LIFE
Time & Life Building
Rockefeller Center
New York, NY 10020
212-522-1212

August 16, 1989

Mr. John Mellet
Media Director
American Tobacco Company
Six Stamford Forum
P.O. Box 10380
Stamford, CT 06904-2380

Dear John:

Enclosed please find an example of the three-page gatefold unit American Tobacco is considering in LIFE in November.

Please examine the IMPACT and SHOWCASING it can offer Carlton to "De-nick" Philip Morris' NEXT brand.

As your plans further develop, LIFE would very much like to be a part of the "picture."

Handwritten:
Funds in
Carlton Cont. JCS
7/9/89

November - LIFE
Cost: \$217,493
On Sale: October 30, 1989
Closing: September 11, 1989

John, as the "dust settles," I will be in touch. I thank you for all consideration.

Best regards,

Signature of James C. Sammartino
James C. Sammartino
(212) 522-2551

JCS/dw

cc: Mr. Bill Degenhardt/A.T.
~~XXXXXXXXXXXX~~

Handwritten:
Recommendation Approval
JCS 8/11/89
Signature

634341854

American Tobacco Carlton Cigarettes		
	December 1989	Decade 1989
	3-Page Front Cover Gate	3-Page Inside Left-Hand Gate
Open Rate	\$187,320	\$220,376
Bleed	\$28,098	\$33,056
Gross Rate	\$215,418	\$253,432
Less:		
Frequency	\$12,925	\$15,206
Commissionable Space	\$202,493	\$238,226
Production Premium		
40#		\$15,000
50#		\$55,000
60#	\$15,000	\$80,000

Price assumes an earned 6X (6%) frequency discount.
Right hand gate in front of book is presently not available.

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