

THE AMERICAN TOBACCO COMPANY AGENCY ACTION MEMO

File:
4th Qtr Mtg

FROM: BILL DEGENHARDT DATE: 8/9/89

	<u>LCF&L</u>				
<u>MEDIA</u>	J. Clements-All ✓			Hays ✓	Dougherty
	R. Adler ✓	R. Brown ✓		Mullen ✓	Gesell
	L. Stern ✓			Moore ✓	Goodridge
	M. Schan-G ✓	M. Schan-L-A		Alfano	Greico - All ✓
	J. Adamson ✓	J. Adamson		Ashkin	Linkous
	FAX → E. DeMasi ✓			Bonnett-C-M-T ✓	Fareri
	B. Balber ✓	K. Konis ✓		Burns	Jarrett
	A. Hochman-M-T ✓	A. Hochman-P		Burt - All	Johnston
	R. Galietti ✓	R. Galietti		Degenhardt ✓	McCampbell
	J. Goroly ✓	G. Maresca ✓		DeMato ✓	McDermott-All ✓
	R. Parento ✓	K. Pistone ✓		Ferry - All	Newmark
				Keane	Nicosia - All ✓
<u>OUT OF HOME</u>	B. Chandler-All			Klein ✓	Powers - All ✓
	C. Lavin			Lawlor	Rosenberg
	Q. Johnson			Mellet ✓	Splight - All ✓
	K. Kaeumlen			Milrod	Touger
<u>ACCOUNT GROUP</u>	A. Magnane-All ✓			Murray	Welz
	D. Bomeisler-C-M-T ✓			Noone ✓	Kern
	J. Sargent ✓			Ockers ✓	Leisure
	R. Goldschmidt-P-L			O'Neill ✓	Meyer
	C. Rego			Pulco - All	Sprinkle
	S. Gold			Radazzo ✓	Kriz ✓
<u>RESEARCH</u>	B. Kramberg-All			Rego	Parks ✓
				Rose ✓	Teale
<u>TRAFFIC/ PRODUCTION</u>	J. Mitnick-All ✓			Rubino ✓	Walsh
	G. Calamari ✓			Smith ✓	
	R. Knesnik-L-T-A			Vyse	<u>SALES MANAGERS</u>
	F. Toth-M			Willoughby-P-L	Grom - W
	G. Lisciandrello-P-M-T			Albert	Riddell - C
	B. Paul-C			Aldous-All ✓	Miller - N
	S. Singer-C ✓			Barros - All ✓	Pape - E
	E. Miles-P	TCA		Carmouche-All ✓	Ferrell - S
				Corrente	
<u>ACCOUNTING</u>	N. Muniz-All	H. Goldfrach		Gote-All	

RE: CARLTON 1989 PRINT PROGRAM - 9/16 - 12/31
SCHEDULING/UNIT PRIORITIES AND DIRECTION
ATTACHED IS A WORKSHEET INDICATING
IMPACTFUL UNIT HIERARCHY AND SPECIFIC
SCHEDULING DIRECTION BY MAGAZINE
CATEGORY. AGENCY TO PROVIDE REVERSE #
CUME BY CLOSING DATE BASED ON THIS NEW
DIRECTION BY 8/11/89. (THESE ADJUSTMENTS ARE
NECESSITATED BY UNAVAILABILITY OF CERTAIN UNITS IN
SOME MAGAZINE CATEGORIES AND CREATIVE CHANGES) 0680B 6/26/89

634341957

8/9/89

UNIT HIERARCHY

1. GATE FOLD (2ND COVER - 3 PAGE)
2. FOLDOUT (HALF PAGE FOLDOUT OR MINI-GATE)
3. CHECKERBOARD SPREAD (4-1/4 PGS ON SPREAD)
4. 1/2 PAGE SPREAD HORIZONTAL
5. PAGE
6. 2/3 PAGE VERTICAL

RE: FACING 2/3 PAGE VERTICALS - THIS UNIT WAS RECONSIDERED NOT TO BE VIABLE CREATIVELY. THEREFORE, WE WILL RUN SINGLE 2/3 PAGE UNITS AS SUBSTITUTE.

DIRECTION BY MAGAZINE CATEGORY

Newsweeklies - RUN TWO SINGLE 2/3 PG VERT. UNITS IN TWO SEPERATE ISSUES INSTEAD OF ONE FACING 2/3 PAGE VERT UNIT IN ONE ISSUE. ALSO, MIX ALL IMPACT UNITS SO THAT WITHIN THIS CATEGORY UNIT TYPE SCHEDULING IS STAGGERED.

634341958

WOMENS SERVICE

FAMILY CIRCLE CANNOT EITHER ACCOMMODATE A GATE FOLD (MINIMUM REQUIREMENT OF 4 PAGES) OR FOLDOUT UNIT. THEREFORE, WE WILL RUN A 1/2 PAGE SPREAD AS SUBSTITUTE.

TRENDSSETTERS

MOVE SCHEDULING OF FOLDOUT UNIT FROM DEC TO NOV. WHENEVER FOLDOUT UNIT CANNOT BE ACCOMMODATED RUN A MIX OF 1/2 PG. SPREADS AND 2/3 PG UNITS. ONE INCREMENTAL UNIT PER BOOK (ELLE, TAXI, VANITY FAIR, VOGUE, COSMOPOLITAN, HARPER'S BAZAAR AND SPY)

CITY BOOKS - WHENEVER THESE BOOKS CANNOT ACCOMMODATE FOLDOUT UNIT IN OCT RUN 1/2 PG SPREAD INSTEAD IN OCT. RE: NOV. - SINCE FACING 2/3 PAGE VERT UNIT DOES NOT WORK CREATIVELY RUN ONE 2/3 PG VERT UNIT IN NOV AND ANOTHER 2/3 PG VERT UNIT IN DEC.

3

U.S.A. TODAY - CHANGE UNIT FROM
90" B&W TO FULL PAGE 4/COLOR. MIX
SCHEDULING AROUND THE DIFFERENT
SECTIONS OF PAPER. POSITION SHOULD
BE BACK OF SECTION.

ALL OTHER PUBLICATIONS - ONCE SCHEDULING
AND COSTS ARE FIRMED UP WITHIN THE
NEWSWEEKLY, WOMENS SERVICE, TRENDSETER,
CITY BOOKS, SUPPLEMENTS, TABLOIDS, AND USA TODAY
ALL OTHER PUBLICATION CATEGORY
WILL BE REVIEWED. WE EXPECT A
RECOMMENDATION TO EXPEND ANY
REMAINING INCREMENTAL FUNDS TO
BE REINVESTED WITHIN THIS CATEGORY
BY A PROPOSAL THAT REFLECTS
A MIX SCHEDULE OF PAGES AND
2/3 Pp UNIT UNITS. THIS DUE BY AGENCY ASAP.

MISCELLANEOUS

T.V. GUIDE - RESCHEDULE A DEC PAGE
UNIT TO NOV. 634341960

NOTE: AGENCY TO SUBMIT A FROM/TO SCHEDULE
EXHIBIT REFLECTING ALL REVISIONS TO ATEO MEDIA
SO MASTER MAGAZINE SCHEDULE AND AGENCY RECORDS SYNCHRONIZ