

DATE

ORDER NO.

PAGE NO.

08/12/85

50

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Please insert the advertising as listed below for:

**BROWN & WILLIAMSON
RICHLAND**

ADVERTISER
PRODUCT

TO THE
PUBLISHER
OF:

HERALD NEWS
207 POCASSET ST
FALL RIVER MA 02722

11222700

AD NUMBER	CAPTION	INS. DATE	ED	INCHES	SPACE
EX1400	PACK & CARTON	08/19/85	E	52.000 4X13 INCHES EXPANDED S.A.U.	

*** IMPORTANT ALL DATES ARE WEEK OF ***

POSITION INSTRUCTIONS

FOLLOWING IS THE POSITION REQUEST FOR THE RICHLAND SCHEDULE --
 FIRST CHOICE - BACK OF SECTION (NOT IN FOOD SECTION)
 SECOND CHOICE - MAIN NEWS FAR FORWARD
 MONDAY THROUGH FRIDAY LEEWAY (WHICHEVER DAY THE POSITIONING REQUEST
 CAN BEST BE ACHIEVED.)

WE REQUEST THAT NEWSPAPERS CAPABLE OF AN EVENING/MORNING SPLIT
 RUN AD IN THE EVENING EDITION THEN THE FOLLOWING MORNING EDITION
 EXAMPLE -- TUESDAY(E)/WEDNESDAY(M)

A MINIMUM SEPARATION OF FOUR (4) PAGES IS REQUIRED BETWEEN A BROWN & WILLIAMSON INSERTION AND A COMPETITIVE TOBACCO AD. DO NOT RUN MORE THAN ONE BROWN & WILLIAMSON PRODUCT IN ANY ONE ISSUE. NO OTHER TOBACCO ADS / OBITUARIES / COMICS / CHILDREN'S FEATURES OR MATERIAL ANTI-THETICAL TO USE OF TOBACCO TO APPEAR ON SPREAD. ANTI-THETICAL MATERIAL IS TO BE CONSTRUED AS ANY EDITORIAL MATERIAL OR ADVERTISEMENT CONCERNED WITH ANY FORM OF CANCER OR LUNG DISEASES OR ARTICLES OR ADVERTISEMENTS ADVOCATING NONSMOKING. A FULL PAGE 4-COLOR AD IS NOT TO RUN OPPOSITE AD. AVOID CLUTTER ON FRACTIONAL ADS. STRESS THE IMPORTANCE OF POSITIONING AS IT IS ESSENTIAL TO THIS CAMPAIGN.

IF ANY OF THESE TERMS CANNOT BE MET--PLEASE NOTIFY PAT DUBROWSKI AT THIS AGENCY (312) 989-2852.

(CONT)

Per: L. ALTARES

Ogilvy & Mather
Advertising

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- If instruction proof and material for reproduction differ, advise us *immediately*.
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MEMBER OF
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689478896

Printed in U.S.A.

Please insert the advertising as listed below for:

ADVERTISER: BROWN & WILLIAMSON
PRODUCT: RICHLAND

TO THE PUBLISHER OF:
1322700

HERALD NEWS
207 POCASSET ST
FALL RIVER MA 02722

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MATERIAL INSTRUCTIONS

MATERIAL HEREWITH.

THIS IS A REPEAT OF AD WHICH APPEARED IN THE WEEK OF _____
PICK UP MATERIALS.

HOLD MATERIALS FOR POSSIBLE REPEAT.

SPECIAL INSTRUCTIONS

1-NON-ACB SUBSCRIBERS PLEASE MAIL COMPLETE ISSUE FOR CHECKING PURPOSES TO
OGILVY & MATHER / CHECKING DESK / 676 ST. CLAIR / CHICAGO IL 60611.

2-ACB SUBSCRIBERS PLEASE MAIL TEARSHEETS/CHECKING COPIES TO ACB OFFICE IN
YOUR GEOGRAPHICAL AREA.

3-PLEASE SEND 6 COPIES OF COMPLETE SECTION THAT OUR AD APPEARED IN FOR
CHECKING OF REPRODUCTION TO NANCY ALEJANDRO / OGILVY & MATHER / CHICAGO.

4-MAIL INVOICES AS INSTRUCTED ABOVE OR TO ATTN. S&W MEDIA PAYMENT / OGILVY
& MATHER / 676 ST. CLAIR / CHICAGO IL 60611.

SEND CHECKING COPIES TO MR. PAUL WESSEL / BROWN & WILLIAMSON TOBACCO CORP /
1500 BROWN & WILLIAMSON TOWER / LOUISVILLE GALLERIA / LOUISVILLE KY 40202.

ON COUPON ADS ALSO SEND 1 COMPLETE COPY TO MS. NANCY SPRIGGS / BROWN & WIL-
LIAMSON TOBACCO CORP. / LOUISVILLE, KY (ADDRESSED AS ABOVE).

SEND 2 COMPLETE CHECKING COPIES TO MR. BRIAN SULLIVAN / GEER DU BOIS ADVER-
TISING / 114 FIFTH AVENUE / NEW YORK NY 10011.

Per: L. ALTARES

Ogilvy & Mather
Advertising

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