

Mr C.R. McKeever

~~The following are the~~

This is to recommend a "What's missing
on this pack" contest for Pull Well Gold
100's

Market

The Cleveland Ohio metro area is
the recommended market for testing
this contest since it is the 24th
largest metro market and the two daily
papers concentrate the bulk of their
circulation in the metro area.

Proposal

It is planned that we will replace
the currently scheduled Pull Well Gold

TV Log unit (3 columns by 66 lines) with the
~~some~~ some air unit featuring the
contest. This unit will run over a week
during the weeks of 6/30, 7/7, 14, 21, 28
and Aug 4.

National Profit Sharing, the fulfillment
house, will insert 2 packs of Pull Kall
Gold and a thank you card in mailing
boxes and mail them thru class
mail.

Costs

Estimated Costs are as follows:

Product (including all taxes)

23500 2 pack samples @ \$.64 each 15040.00

23500 Insert cards plus 5% overrun

24675. @ \$.75 off
set up charge

186.00
75.00.

Fullfillment & Shuffling
23,500 @ \$.14 each 3290.00.

Postage, 3 class bulk rate
23,500 @ \$.07 each 1645.00.

P.O. Box rental 45.00

Mailing cartons ⁵ 23,500 1727.25

plus 5% overrun 24,675 @ 70.10 per M 1735.00

Cost of plates 175.00

Newspaper Production 2000

Contingency 2806.00

Total out of pocket \$ 27,000.

The above are based on an estimated
return of 3% of items circulation of

777,000

May I have approval.