

SSC&B Inc. Advertising

ONE DAG HAMMARSKJOLD PLAZA • NEW YORK, N.Y. 10017 • (212) 644-5000

March 4, 1980

Mr. Norman Chester
Media Director
The American Tobacco Company
245 Park Avenue
New York, New York 10017

Re: 30-Sheet Posting
Southern California

Felt: Budget Data - Tareyton

Dear Norm:

While Dick Briggs was in Southern California the weeks of February 10th and 18th, he found a great many flagging posters caused by a series of heavy rain storms. Dick requested a "make-good" offer from Foster & Kleiser.

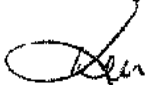
They will offer us a #50 showing (40 panels - Value \$9,981.) in the San Diego market for one month starting April 10th. The locations will be built around our existing POA showing, and will give ATCo a #100 coverage for April.

We feel this is a fair offer and recommend its acceptance.

We further recommend that this additional #50 coverage be extended throughout the remainder of 1980, if budget permits and the locations offered by F&K are found to be of exceptional value. Poster coverage in San Diego would then be at a level with Los Angeles and the San Francisco Bay area.

May we please have your decision.

Cordially,



K.C. Kaeumlen
Assistant Director
Out-of-Home Media

KCK/am

cc: W. Deganhardt
J. Mellett
R. Briggs
E. Arduna
A. Maloney

*RECOMMEND TAKING ONE MONTH
ONLY MAKEGOOD FOR TAREYTON LIGHTS,
TAREYTON LIGHTS WAS THE
AFFECTED BRAND IN FEBRUARY AND
IS SCHEDULED FOR 30 SHEET IN
APRIL.*

*MC 3/5
RM 3/5
MB to 3/5
TUM 3/6*

*no entry
required
3/6
OK 3/6*