

Alister
9/11

010401

Survey of Print Advertising by Congressional District

Objective:

To enable our agents (advertising agency personnel and TI staff) to visit newspaper and magazine publishers and say: "Mr. Smith, last year your publication received \$55,525 worth of cigarette advertising and \$25,032 worth of non-cigarette advertising from our member companies. This year and the next it is possible that the figure could be even higher... if all goes well. But, it won't go well, because the FTC plans to drive cigarette advertising out of print media as they did with the broadcast media. If you think the FTC ad warning plan is unfair and will obviously also hurt you financially, you can help us fight it by (a) talking to your Congressman and (b) writing an editorial against it.

Data Required:

The information needed should be easily available from individual companies and then compiled here at the Tobacco Institute. It should be limited to the period July 1, 1970 to July 1, 1971 and cover the following:

1. Name and ^{City} Address of Publication
2. Advertising Expenditures -- Cigarettes
3. Advertising Expenditures -- Non-Cigarettes

CONFIDENTIAL
MINNESOTA TOBACCO LITIGATION

TIMN 0068393