

**COPY
INSTRUCTIONS**

Metropolitan Sunday Newspapers, Inc.

260 MADISON AVENUE

NEW YORK, N. Y. 10016

GRAVURE

COMPANY/PRODUCT PHILIP MORRIS INCORPORATED PHILIP MORRIS TOBACCO CORPORATION "MERIT MENTHOL"		THIS IS NOT AN ORDER FOR SPACE. If you do not have our Insert Order covering this insertion please advise. One copy of this form has been sent to each of the publications listed below. Please check all instructions carefully before inserting advertisement.
AGENCY LEO BURNETT U.S.A. PRUDENTIAL PLAZA CHICAGO, ILLINOIS 60601		AD #/CAPTION AD # 710 (NEWS - MENTHOL)
ISSUE DATE Oct. 22, 1978	LINAGE One Page, 4 Colors	SOURCE OF MATERIAL KEIFFER/NOLDE, Chicago, Illinois

POSITION REQUEST: 1. BACK COVER OR PAGE 3. 2. PAGE 5. 3. RIGHT HAND PAGE FAR FORWARD OPPOSITE FULL PAGE OF EDITORIAL. DO NOT POSITION AD OPPOSITE PROMOTION OR SUBSCRIPTION POP-UP CARD INSERT. DO NOT POSITION IN SPECIAL PULL-OUT SECTIONS TO RUN IN THE REGULAR MAGAZINE ONLY. NOT RUN IN SPECIAL PRODUCT-ORIENTED MAGAZINE SECTIONS.

**SEE ADDITIONAL POSITION REQUEST BELOW. ++NOTE EXCEPTION BELOW

PAPERS	PAPERS
Atlanta Journal & Constitution	Memphis Commercial Appeal
Baltimore Sun	Miami Herald
Buffalo News	Milwaukee Journal
Chicago Tribune **BACK COVER AT PREMIUM	Minneapolis Tribune
Cincinnati Enquirer	New Orleans Times-Picayune
Cleveland Plain Dealer	New York News (FULL RUN)
Columbus Dispatch	Omaha World-Herald
Dallas Morning News	Philadelphia Inquirer
Denver Post	Phoenix Arizona Republic
Des Moines Register	Providence Journal
Detroit News	Rochester Democrat & Chronicle
Houston Chronicle	St. Louis Globe-Democrat
Indianapolis Star	Seattle Times
Kansas City Star	Toledo Blade
Louisville Courier-Journal & Times	Washington Star

NOTE: If material is late, printer inform the undersigned of date and hour of receipt of printing material.

ADDITIONAL POSITION REQUEST**
 At least four (4) full pages should separate Philip Morris tobacco ad (not counting either the tobacco pages) from any competitor's ad.

REMARKS: Please hold copy in files.

GP:sjh
 CC:J. D'Alessio L. Pheabus
 J. Laffoon L. Farina
 W. Guenther N. Craig
 P. Healey A. Hartley
 J. Snyder
 R. Fusco

NOTE: Please send two copies to Mr. James G. Dennett, c/o above agency and two copies to Mrs. Helen Grazio, 100 Park Avenue, New York, New York 10017

Do not place Philip Morris ad adjacent to books, letters and/or inserts. Do not back up with coupon ad.

per 
 DATE September 21, 1978

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GRAB LINE

COMPANY/PRODUCT R. J. REYNOLDS INCORPORATED (R. J. REYNOLDS TOBACCO CORPORATION) "SALEM FULL FLAVOR"		THIS IS NOT AN ORDER FOR SPACE. If you do not have our Insert Order covering this insertion please advise. One copy of this form has been sent to each of the publications listed below. Please check all instructions carefully before inserting advertisement.
AGENCY WILLIAM ESTY COMPANY, INCORPORATED 100 East 42nd Street New York, New York 10017		AD #/CAPTION AD # N25-8005S-4/C-TN (FORMER AD # N25-8005S-4/C) (KYLE)
ISSUE DATE OCT. 22, 1978	LINAGE ONE PAGE, 4/COLOR	SOURCE OF MATERIAL Repeat of July 23, 1978 *SEE EXCEPTIONS BELOW <u>ALL</u> with new type overlays from INTAGLIO, New York, New York.

POSITION REQUEST: Back cover or page 3 when available or best possible far forward opposite editorial. Maximum separation from other cigarette advertising. At least 4 page separation from other cigarette advertising or editorial which is incompatible with cigarette advertising. **ALTHOUGH AD DOES NOT CONTAIN A COUPON, IT IS URGENTLY REQUESTED THAT YOU DO NOT BACK UP WITH ANY COUPON ADVERTISING.**

PAPERS	PAPERS
Atlanta Journal & Constitution	Memphis Commercial Appeal
Baltimore Sun	Miami Herald
Buffalo News	Milwaukee Journal
Chicago Tribune	Minneapolis Tribune
Cincinnati Enquirer	New Orleans Times-Picayune
Cleveland Plain Dealer *P.U. New Orleans 7/23/78	New York News (FULL RUN)
Columbus Dispatch	Omaha World-Herald
Dallas Morning News	Philadelphia Inquirer
Denver Post	Phoenix Arizona Republic
Des Moines Register *P.U. Atlanta Jrnl & Const. 7/23/78	Providence Journal *Repeat of April 16, 1978
Detroit News	Rochester Democrat & Chronicle
Houston Chronicle	St. Louis Globe-Democrat
Indianapolis Star	Seattle Times
Kansas City Star	Toledo Blade
Louisville Courier-Journal & Times	Washington Star

REMARKS: Please hold copy in files:

NOTE: Please make sure FTC Report Date May '78 appears in ad. Material should be complete.

F. jm

- c: J. D'Alessio L. Pheabus
- W. Guenther J. Farina
- P. Healey N. Craig
- J. Snyder A. Hartley
- R. Fusco

NOTE: Stat of ad to pub. and printer for identification only.

NOTE: Please send two copies immediately after insertion to Mr. Don Insull, c/o above agency.

per [Signature]
 DATE September 21, 1978

POSITION REQUEST

LOEWS THEATRES INC. (LORILLARD DIVISION)

TRU2
KENT
GOLDEN LIGHT

1. 4th. Cover
2. 2nd. or 3rd. Cover (at no additional premium)
3. Frontispiece
4. Campbell Soup
5. Facing TABLE OF CONTENTS
6. Facing start of a major article or feature
7. Right hand page, first half of book, opposite full page of black and white editorial of a compatible nature.
8. Right hand page, forward part of last half of book, opposite full page of black and white editorial of a compatible nature.

IMPORTANT

- A. NO POP-UP COUPON OR INSERT IS EVER TO APPEAR ADJACENT TO A LORILLARD AD.
- B. EVERY ATTEMPT SHOULD BE MADE TO MAINTAIN A SIX PAGE SEPARATION BETWEEN A LORILLARD AD AND ANY OTHER CIGARETTE AD (EVEN OUR OWN).
- C. NO LORILLARD AD IS TO APPEAR ADJACENT TO, OR WITHIN AN ARTICLE DEALING WITH MATTERS ANTI-THETICAL TO TOBACCO.
- D. LORILLARD ADS ARE NOT TO RUN IN A "WELL OF ADVERTISING".
- E. WHETHER OR NOT AD IS ORDERED AS A COUPON COPY, DO NOT BACK UP WITH A COUPON.

FOR LINAGE LESS THAN A FULL PAGE, PLEASE DISREGARD REQUESTS #'S 1. & 2.