



National Educational Advertising Services, Inc.

COLLEGE NEWSPAPER ADVERTISING REPRESENTATIVES
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Henry P. Dain
Exec. Vice President

June 24, 1975

TO: U.S. Tobacco Companies
and their Advertising Agencies:

Just about ten years ago cigarette companies in the U.S. decided to refrain from advertising their products in college newspapers.

Because of several factors we wonder if consideration might now be given to change that policy.

Here are some reasons why we think so:-

The U.S. now has federal 18 year old voting.

There are 20 states in the country, that have 18 year old 'drinking laws'.

Recent research of the college market shows that 99.4% of the people now attending college are 18 years of age and older. 90.6% are 19 years of age and older.

American cigarette brands advertise in Canadian college newspapers.

College students are today more sophisticated, and advertising tobacco products to them shouldn't provoke negative reactions.

Practically all college newspapers will accept cigarette advertising.

College students magazine and commercial newspaper reading habits are less than non-collegians.

About 95% of the college students read their college newspaper.

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As of September, 1975 the college market will have increased to 9,100,000 full time, degree seeking students.

If you or anyone at your company would want to explore the above further, we'd like very much to visit with you.

Cordially,



Henry P. Dain

HPD:ef

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