



National Educational Advertising Services, Inc.

COLLEGE NEWSPAPER ADVERTISING REPRESENTATIVES
360 Lexington Avenue, New York, N.Y. 10017 Tel: (212) 867-7740

July 9, 1975

Mr. P. R. Cotrone
KENT Brand Manager
P. Lorillard Co.
200 East 42nd Street
New York, N.Y. 10017

Dear Mr. Cotrone:

Just wanted to take this opportunity to introduce ourselves and our comprehensive college marketing services.

KENT has a definite share of the tobacco product market on college campuses, and you are aware of the expenditures by this group on tobacco products. N.E.A.S. can deliver this huge market, nationally, like no one else.

Your present marketing program on a national and regional level in youth oriented print media indicates your interest and desire with increasing KENT sales among this group. Times have changed and so have the attitudes on campus' across the country. The college papers would welcome Lorillard's renewed activity in their publications.

With approximately 85% of the college press accepting beer and 75% accepting hard liquor advertising, we ran about 12 brewers and 7 distillers during this last school year without any problems whatsoever. This Spring, the brewers alone spent over \$240,000. Also, tobacco companies don't have "dry" states hampering their marketing programs.

N.E.A.S. is the national advertising representative for over 1,200 college papers around the country. Utilization of these papers permits you to pinpoint the exact market you want. KENT enters on a consumer level where the advertisement has immediate and long term impact.

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Midwest
307 N. Michigan Ave.
Chicago, Ill. 60601
(312) 263-6103

West Coast
2301 West 3rd. Street
Los Angeles, Cal. 90057
(213) 380-1192

Enclosed is our Master Directory. This year's Directory will be forwarded at the end of the month, when its published. Just let us know which papers you want to use, when and the size of the space and we'll do the rest. We'll send insertion orders to each school, collect checking copies and invoice you with tear sheets.

Information is available on production requirements, metro schools, black schools, specific and specialized markets, volume discounts, inserts and color. If you have any questions, don't hesitate to call.

I look forward to your communication.

Best regards,


Les Dinkin

LD/bc
Enc.

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