

From: Brewer, Lee-Ann
Sent: Thursday, February 08, 2007 7:06:21
To: Corwin, Jonathan D
Cc: Williard, JoAn M.; Pike, Roger; Ausborne, Mary; Loebig, Sue A
Subject: Camel Signature - Magazine Inserts for 2nd & 3rd Qtr{R}
Attachments: 00000093000173FB.jpg

Yes, it should be the same creative - can you confirm, Jonathan?

lab

From: Loebig, Sue A
Sent: Wednesday, February 07, 2007 5:19 PM
To: Brewer, Lee-Ann
Cc: Williard, JoAn M.; Corwin, Jonathan D; Pike, Roger; Ausborne, Mary
Subject: RE: Camel Signature - Magazine Inserts for 2nd & 3rd Qtr

Thanks Lee-Ann,

1. If we are doing 3rd qtr* inserts then 3rd qtr will need 2 new item #s for:
A. PB
B. SS
2. Regarding Governance, again I'm leaving this to your Media group to make the decision to take this thru Governance.
3. Spreadsheet on Thurs is fine - I'm still trying to catch up from being in training classes anyway.

*NOTE: I'm making the assumption that the 3rd qtr inserts are the same exact graphics, formats, etc. and that the only thing that changes is the legals.

Thanks!

Sue Ann Loebig, Procurement Lead Manager. The information contained herein is for discussion purposes only. Actual, mutually binding agreements may only be in the form of a written contract signed by both parties or an acknowledged Purchase Order on standard R.J. Reynolds PO letterhead.

From: Brewer, Lee-Ann
Sent: Wednesday, February 07, 2007 4:47 PM
To: Loebig, Sue A
Cc: Williard, JoAn M.; Corwin, Jonathan D; Pike, Roger; Ausborne, Mary
Subject: RE: Camel Signature - Possible Magazines for June - Ballpark Printer Info re: Timing, etc.

Sue Ann

1. I will have Mullen provide these and I will forward to you. It will be tomorrow first thing.
2. No reason to "hold" - sorry for any confusion. I thought we might need to ask the printer if we can deliver a little later - perhaps not.
3. These will be 2nd and 3rd quarter. I will have the spreadsheet indicate this when I send over to you.

4. If you need us to go through Governance, Jonathan has already stated he would do this if necessary - just let me know.
5. The inserts will not all be 2nd quarter. Will the ones with 3rd quarter art need the separate item #? If so, we will have them to you tomorrow.

Thank you so much for getting back to us quickly on this so that we can move it along. I appreciate your help.

lab

From: Loebig, Sue A
Sent: Wednesday, February 07, 2007 4:32 PM
To: Brewer, Lee-Ann
Cc: Williard, JoAn M.; Corwin, Jonathan D; Pike, Roger; Ausborne, Mary
Subject: RE: Camel Signature - Possible Magazines for June - Ballpark Printer Info re: Timing, etc.

To All,

Below are the steps that need to happen if we want to have any chance of producing these inserts for mags. I hope this info helps!

1. Can you please send me a spreadsheet attachment that breakdown info into:
 - A. Breakdown of PB & SS quantities
 - B. Publication Date & Qtr # (1st, 2nd, 3rd, etc.)
 - C. Estimated delivery date of inserts
 - D. Publication names, etc.
2. The agency art for Alt weeklies was approved today & they are releasing to SGS Prepress. Why would we need to hold on art?
3. Remember - the vendor said they most likely can make a 4/1 delivery date IF THEY RECEIVE THE ART BY 2/19 OR SOONER. There cannot be any changes to graphics, sizes, dates, etc. to the art we already have in place for the Alt Weeklies & the mag inserts must be for 2nd Qtr like the Alt Weeklies. Per MRM, we are already late with art for the alt weeklies - it was due to vendor on 1/12 per MRM.
4. MRM - I'll throw this back to you guys in the Media Group -- Technically, this should go thru Governance since it is an unplanned, incremental program that has accelerated timelines.
5. Procurement will need decision & req w/est. quantities by 2/9/07 in order to provide vendor revised PO. If we plan to use the same MRM Activity #, the details page should be updated. I think you can just add 2 line items to your original req (PB & SS) using the same item #'s - assuming the mag inserts are all for Qtr 2. Then I can obtain pricing & update the PO to vendor.

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From: Brewer, Lee-Ann
Sent: Wednesday, February 07, 2007 2:09 PM

To: Loebig, Sue A
Cc: Williard, JoAn M.; Corwin, Jonathan D; Pike, Roger; Ausborne, Mary
Subject: FW: Camel Signature - Possible Magazines for June - Ballpark Printer Info re: Timing, etc.
Importance: High

Sue Ann,

Jonathan has confirmed we will use the same creative and layout in monthly magazines as the one we plan to use for alt weeklies. With this confirmed direction, can we use the same activity in MRM? If not, I will ask Jonathan to begin the process with a proposal. The note you have below is that the art is needed today. Can that time be extended? Since we already have this planned for the alt weeklies, perhaps the agency has already completed much of what is needed. Below is the latest on the magazines and circulation. Note that the quantity (less Rolling Stone) has changed from the original. Do you want me to create another req or just add to the one in SAP? I've asked Mullen to provide the materials due date but I'm still waiting on it. I'll send that to you asap.
lab

Signature High Impact Unit Recommendation

Publication	Issue Date	Estimated Circ (000)	Estimated Print Order (000)
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Blender	June	800	1,040
Cosmopolitan	June	2,900	3,770
Details	August	425	553
Interview	July	210	273
Juxtapoz	June	176	229
Maxim	July	2,500	3,250
Paste	June	180	234
Playboy	June	3,000	3,900
YRB	July/ Aug	200	260
Totals	9 HIUs	10,391	13,508

* All HIUs include backup page for planning

From: Loebig, Sue A
Sent: Thursday, February 01, 2007 3:56 PM
To: Brewer, Lee-Ann
Cc: Williard, JoAn M.
Subject: RE: Camel Signature - Possible Magazines for June - Ballpark Printer Info re: Timing, etc.

The info provided below is assuming we are using same exact art as Signature Alt Weeklies in progress and that we would just print more inserts for magazines. If art or format changes, we most likely can not meet a 4/1 delivery date.

The printer feels fairly certain they would be able to begin delivery by 4/1 if:

- * 2/19 or sooner - Art is rec'd by printer. This means agency needs to release art to SGS Prepress by 2/6.
 - * 2/9 or sooner - Revised Requisition w/ Mag quantities is needed in order to obtain final pricing & send revised PO to vendor.
- Ballpark pricing (this is only an estimate - not a final price) is approx. 4-5 cents ea.

I hope this info help!
Please let me know if you need add'l info.

Sue Ann Loebig, Procurement Lead Manager. The information contained herein is for discussion purposes only. Actual, mutually binding agreements may only be in the form of a written contract signed by both parties or an acknowledged Purchase Order on standard R.J. Reynolds PO letterhead.

From: Williard, JoAn M.
Sent: Thursday, February 01, 2007 11:38 AM
To: Loebig, Sue A; Brewer, Lee-Ann
Subject: RE: Camel Signature - Possible Magazines for June

I believe the printer should be able to furnish plain paper comps of the insert to either the magazine or Mullen (don't know where it ended up in the process) and then the magazine can confirm any issues. As far as the size goes, in this case, the brand knows a back-up page could be needed in most if not all the magazines, and is planning for that.

By the way, I know we're going down the path quickly, but we don't have formal approval on it yet and this insert requires incremental spending. I have a meeting to discuss with Todd and Jonathan early next week and hopefully confirm it is approved.

JoAn

From: Loebig, Sue A
Sent: Thursday, February 01, 2007 11:11 AM
To: Brewer, Lee-Ann
Cc: Williard, JoAn M.
Subject: RE: Camel Signature - Possible Magazines for June

I'll send an e-mail & ask vendor if 4/1 delivery date can be met.

Who is going to confirm that the bi-fold size is ok to use in magazines?

Sue Ann Loebig, Procurement Lead Manager. The information contained herein is for discussion purposes only. Actual, mutually binding agreements may only be in the form of a written contract signed by both parties or an acknowledged Purchase Order on standard R.J. Reynolds PO letterhead.

From: Brewer, Lee-Ann
Sent: Thursday, February 01, 2007 10:20 AM
To: Loebig, Sue A
Cc: Williard, JoAn M.
Subject: RE: Camel Signature - Possible Magazines for June

The insert for magazines has not been approved yet. Below are the proposed insert estimates. My estimated earliest material due date is around 4/1/07. This will be staggered like the past ones since the issue dates are staggered. Let me know if you have any concerns about meeting these dates. Yes, the insert should mirror the ones you're creating for the alt weeklies. If we can make MRM work without setting up a whole new activity I'd like to do that. Thanks for your help.

lab