

Date: 10/9/95

Contact: Peter Bouman

Phone: 220-4302

Philip Morris Direct Marketing

Program Data Transmission Instructions

Instructions to Follow Database Input (Ch. 2) of PM Procedures Manual 11/94

Exp. Date: 1/31/96

Supp Name: CAROL WRIGHT

Prgm. #/Phase: 95107K

Supp ID#: C03

Prgm Name: UE SURVEY WHITE MAIL

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PROGRAM INFORMATION

P.O. Box Number 82602,82604,82605,

Survey Format WHITE MAIL

Valid Cells 01-12

Mail Code 773

Estimate Date of 1st Response 11/15/95

Estimated Total Responses _____

Estimated Weekly Responses _____

Sweepstakes/Survey Expiration Date 1/31/96

Tape Recipient #1 PM/Richmond (Tape Library)

Tape Recipient #2 N/A

Tape Transmittal Timing Weekly

Tape Report Recipient #1 PM/Richmond

Tape Report Recipient #2 Peter Bouman

*Retain Tapes for 1 year after Expiration Date

*Retain Source Documents for minimum of 3 years.

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Please Key and Transmit the following fields for the specified program.
Where necessary, coding for fields has been specified.

Prgm. #/Phase: 95107K
Prgm Name: UE SURVEY WHITE MAIL

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<u>Transmit</u>	<u>Field #</u>	<u>Data Description</u>	<u>Transmit</u>	<u>Field #</u>	<u>Data Description</u>
<u>C03</u>	<u>1</u>	Supplier Code:	<u>IF CHNG</u>	<u>26</u>	Previous Address Line 1
<u>W</u>	<u>2</u>	Data Type Code:	<u>IF CHNG</u>	<u>27</u>	Previous Address Line 2
<u>95107</u>	<u>3</u>	Program Number:	<u>IF CHNG</u>	<u>28</u>	Previous City
<u>K</u>	<u>4</u>	Program Phase:	<u>IF CHNG</u>	<u>29</u>	Previous State
<u>x</u>	<u>5</u>	OCR Mail Code	<u>IF CHNG</u>	<u>30</u>	Previous Zip Code
<u>x</u>	<u>6</u>	OCR Cell Number	<u>IF CHNG</u>	<u>31</u>	Previous Zip Code Extension
<u>x</u>	<u>7</u>	OCR Unique I.D.		<u>32</u>	Previous Address Status
<u>x</u>	<u>8</u>	OCR Name Control #	<u>IF CHNG</u>	<u>33</u>	Current Address Line 1
<u>x</u>	<u>9</u>	OCR MOD10 Check Digit	<u>IF CHNG</u>	<u>34</u>	Current Address Line 2
<u>IF CHNG</u>	<u>10</u>	Title	<u>IF CHNG</u>	<u>35</u>	Current City
<u>IF CHNG</u>	<u>11</u>	First Name	<u>IF CHNG</u>	<u>36</u>	Current State
<u>IF CHNG</u>	<u>12</u>	Middle Initial	<u>IF CHNG</u>	<u>37</u>	Current Zip Code
<u>IF CHNG</u>	<u>13</u>	Blank(filler)	<u>IF CHNG</u>	<u>38</u>	Current Zip Code Extension
<u>IF CHNG</u>	<u>14</u>	Last Name	<u>x</u>	<u>40</u>	Date of Response(Date Keyed)
<u>IF CHNG</u>	<u>15</u>	Generation Suffix	<u>x</u>	<u>151</u>	White Mail Indicator
<u>IF CHNG</u>	<u>16</u>	Professional Title	<u>x</u>	<u>154</u>	Total Record Count for Data Type C Records Only

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