

MEMO FROM LCF&L

Date: August 19, 1992
Subject: RIVIERA: Insert Card Plan
From: Chris Heide *CH*
To: Bill Degenhardt

Attached please find the cost analysis for the approved December 1992 Riviera insert card plan.

Please note that the insert card for Playboy will be running in November and that the printing costs for Woman's Day may increase due to the printing of Playboy's cards separately.

Total cost for this plan is \$1,975,365.

If you have any questions, please call.

cc:	<u>ATCo.</u>	<u>LCF&L</u>
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