

Virginia Slims
Book of Days Promotion
Promotion Details

SELL-IN

- ° Solicitation is to begin upon receipt of these instructions and the presentation materials.

DISPLAY PERIOD

- ° National: October 31 - November 25, 1988
- ° Military: October 31 - November 30, 1988
- ° Display to be placed and remain in position for any two-week period within the stated dates.

DISPLAY PAYMENT

Book of Days

- ° 10 carton promotional display - \$3.00 per store
- ° 30 carton promotional display - \$6.00 per store
- ° 10 carton ethnic promotional display - \$3.00 per store

CASE PACKINGS

- ° The 10 and 30 carton bins are packed five per case and the 10 carton ethnic bins are also packed five per case. One large poster to be included with each bin.

DISPLAY REQUIREMENTS

- ° Attempt to display all authorized packings of Virginia Slims.
- ° Product mix is to be determined by local market conditions and customer preferences.

CONSUMER OFFER

- ° Consumer will have the opportunity of receiving a free Virginia Slims Book of Days with the purchase of any carton of Virginia Slims.

PRESENTATION MATERIALS

Book of Days

	<u>QUANTITIES PROVIDED</u>							<u>ADM</u>	<u>SR</u>
	<u>RD</u>	<u>SD</u>	<u>SAM</u>	<u>AM</u>	<u>SMA</u>	<u>AMMS</u>	<u>DM</u>		
10 Carton Sell Sheets	--	--	10	20	10	10	10	10	10
30 Carton Sell Sheets	--	--	10	20	10	10	10	10	10
BOD incentives	5	5	10	20	10	10	1	1	--
10 Carton Display	--	--	--	--	--	--	--	--	10
30 Carton Display	--	--	--	--	--	--	--	--	15
*10 Carton Ethnic Display	--	--	--	--	--	--	--	--	15

*Sections with 50% or more ethnic accounts

- ° All presentations materials will be shipped to p.o.s. locations. Shipments of materials are due to arrive on or before the week of August 15, 1988.

CHAIN INVOICES

- ° Placement information for chains should be reported via the Chain Merchandising Invoice. It is recommended that you include this information on the chain's regular quarterly invoice.

If you have any questions concerning the A-1 promotion, contact your supervisor.

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