



Memorandum

To Mr. W. Degenhardt - Assistant to the Media Director 4/30/91

From G. P. Maresca - Senior Media Planner

Re: OOH - 20-20-20 SCHEDULING

This recommends an innovative OOH scheduling concept for our subgeneric brands, BULL DURHAM, MISTY and MONTCLAIR. We are able to maximize reach, triple Brand Exposure and cover significantly greater population and sales volume within the same budgeted dollars (\$4,404M).

The following details how we accomplish this:

	* FROM					TO			
Brand	#of Mkts	%Pop.	%TPV Adj.V.	\$(000)		#of Mkts.	%Pop.	%TPV Adj.Vol.	\$(000)
BULL	58	13.01	22.59	1,442		122	39.09	54.95	1,468
MISTY	53	11.17	19.84	1,275		122	39.09	54.95	1,468
MONT	65	15.35	25.98	<u>1,687</u> 4,404		122	39.09	54.95	<u>1,468</u> 4,404

* Estimated Projections

The 20-20-20 method of scheduling requires multiple repostings which incur charges estimated to be \$580.0M. However, this is a generous estimate and we expect that all or most of the posting charges can be funded through the difference between planned/book vs. negotiated rates.

The posting date for the 122 markets is October 1, 1991. The suggested scheduling sequence is BULL DURHAM, MISTY and MONTCLAIR.

May I have approval to proceed as outlined?

GPM

APPROVAL RECOMMENDATION
FOR OOH - 20-20- 20 SCHEDULING

Bill Degenhardt 5/1/91
W. Degenhardt Date

K.P. Noone 5/1/91
K.P. Noone Date

J.J. Mellett 5/1/91
J.J. Mellett Date

J.C. Bogle 5/1/91
J.C. Bogle Date

T.M. Keane 5/1
T.M. Keane Date

J.M. Ockers 5/2
J.M. Ockers Date

R.E. Smith 5/2
R.E. Smith Date

W.G. Moore 5/3
W.G. Moore Date

C.H. Mullen 5/3
C.H. Mullen Date