

entire

MEMORANDUM

TO: R. W. Keelik

cc: F. Canary
B. McGintyuddy

FROM: J. H. Barnes

DATE: March 8, 1978

SUBJECT: Half-Page Magazine Spreads for BELAIR

This is to inform you that Post-Keyes-Gardner recently presented three prototype half-page spread ads for BELAIR as a way of demonstrating how the half-page spread concept could be used as an occasional alternative to the full single-page magazine ad.

We have responded by saying that we feel the concept of the half-page spread represents a meaningful opportunity for BELAIR, and we have asked PKG for their specific suggestions as to how this concept can be effectively incorporated into the 1978 BELAIR media plan.

We will obviously want to work together with you in determining the ultimate feasibility of this concept, and will look forward to convening with you as soon as PKG is ready with a recommendation.

J. H. Barnes

/rla

660092416