

Laurence, Charles & Free, Inc.

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THE AMERICAN TOBACCO COMPANY

OUT-OF-HOME MEDIA MARKET REPORT

MARKET: Market Four, N.J.

INSPECTION DATE:

REPORT DATE: 8/9/82

SUBJECT: Rotary Projections
July -- October, 1982 (Revised)

The projections for the six rotaries previously submitted and approved have been revised. Gannett's management has worked out the following to facilitate a prompt conversion from Carlton (PAINT SECTIONS) to Lucky Strike Low Tar Filter (PAPER SECTIONS).

Carlton will remain on the locations July/August/September; Lucky Strike Low Tar Filter will be posted on these locations for thirty days in October.

Proposed locations for November/December (putting us in sync with their rotation cycle) will be forwarded at a later date.

The July - October rotary projections will compare to the plant average as follows:

<u>July/August/September</u> (Carlton)	<u>D.E.C.</u>
ATCo Average	48,980
Plant Average	43,500
ATCo Advantage	+ 5,480 (13%)

<u>October, 1982</u> (LSLTF)	
ATCo Average	48,980
Plant Average	43,500
ATCo Advantage	+ 5,480 (13%)

Location descriptions and photolith sheets are attached for each unit.

Cons De E.C. And
JM/di *Location Descriptions* — *8/18/82*
TEH
(initials)

ROTARY LOCATION LIST

MARKET: Market Four, N.J.

PLANT: Gannett

ACTIVITY: 6 Rotaries

BULLETIN # LOCATION DESCRIPTION

D.E.C.

ROTATION PERIOD

1. 38-ES Newark E/S Rt. 1, Roanoke Ave, F/S 43.0
2. 67-SO Greenbrook N/S Rt. 22 & Warrentville Rd., F/W 36.6
3. 104-UN E/S Rt. 1 n/o Park Ave., F/S 45.2
4. 149-HU Jersey City-E/S Rt. 1 & 9 n/o Holtun Circle, F/S 42.2
5. 170-BE Ft. Lee-W/S Rt. 46 s/o Rt. 4 F/W 32.2
6. 213-PA Totowa-N/S Rt. 46 w/o Riverview Ave. F/E 94.7

(Carlton Paint)
July/August/September, 1982

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(LSLTF PAPER)
October, 1982

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