

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Rita Schneider

DATE: March 24, 1993

FROM: Edna Moore/Jose Fontanez

SUBJECT: Minority Advertising Changes

As you know, the Benson & Hedges Blues & Rhythm program has been canceled for 1993. Therefore, the Black and Hispanic placement dollars for that event are now being reallocated to other programs, as outlined below. Please advise the agencies so that media schedules can be updated.

VIRGINIA SLIMS TENNIS

(Original '93 Budgets: Black \$100,000; Hispanic \$80,000)

(New '93 Budgets: Black \$130,000; Hispanic \$120,000)

<u>Markets</u>	<u>Dates</u>	<u>Budgeted</u>	<u>Increase</u>	<u>Total</u>	<u>Demo</u>
Los Angeles	8/9-15	\$23,311.89	\$20,000.00*	33,311.89	B
		\$16,544.54	\$10,500.00	27,055.54	H
Philadelphia	11/8-14	\$12,076.05	\$ -0-*	12,076.05	B
		\$ 7,962.40	\$ 5,000.00	12,962.40	H
New York	11/15-21	\$40,434.80	\$10,000.00*	50,434.80	B
		\$26,530.40	\$33,469.60	60,000.00	H

*Ad size for all Black publications: 3 x 10.5
Hispanic - various sizes

We are planning to host a reception for the New York Hispanic Media Council with one of the Hispanic players who will be participating in the Virginia Slims Championships. Therefore, the New York Hispanic advertising budget has been increased to allow for placements in a greater number of newspapers than previously recommended. Listed below are the publications where ads should be considered for placement:

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VIRGINIA SLIMS CHAMPIONSHIPS PLACEMENT LIST

<u>Publication</u>	<u>Contact</u>	<u>Location</u>	<u>Priority</u>
El Mensaje NJ	Jose Tenreino Napoles (908) 355-8835	Elizabeth, NJ	B
La Voz NJ	Daniel Garcia (908) 352-6654	Elizabeth, NJ	A
El Progreso Hispano	Ms. Higinia Castro (201) 867-1484	Union City, NJ	B
Continental NJ	Ms. M. Ofelia Dones (201) 864-9505	Union City, NJ	A
La Tribuna NJ	Ms. Soraya Moleenar (201) 617-1360	Union City, NJ	A
El Especial NJ	Ms. Teresa Negrin (201) 348-1959	Union City, NJ	A
Noticiero Argentina	Herbert Bonilla (718) 760-2491	Forest Hills, NY	C
La Tribuna Hispana NY	Emilio Ruiz (516) 486-8158/6457	Hempstead, NY	C
La Voz Argentina	Adolfo Fermoselli (718) 458-7200	Jackson Heights, NY	C
El Tiempo NY	Jose Cayon (718) 507-0832	Jackson Heights, NY	B
Nosotros	Carlos Velez (718) 426-0553	Maspeth, NY	A
Listin USA	Carlos Justo (212) 677-9800	New York, NY	A
Mas	Xavier Saralegui (212) 455-5353	New York, NY	1 Ad
Viva Daily News	Ms. Debbie Madina (212) 210-1940	New York, NY	A
Canales NY	Fernando Campas (212) 724-8805	New York, NY	A
Temas NY	Jose De La Vega (212) 582-4750	New York, NY	A
Noticias Del Mundo NY	Michael Bensabat (212) 684-5656	New York, NY	B
La Voz Hispana NY	Linda Lugo (212) 348-8270	New York, NY	A
El Diario/La Prensa	Ms. Rhona Erlich (212) 807-4610	New York, NY	A

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<u>Publication</u>	<u>Contact</u>	<u>Location</u>	<u>Priority</u>
Impacto Latin News NY	Carlos Carillo (212) 505-0288	New York, NY	A
Resumen NY	Fernando Rojas (718) 899-8603	Queens, NY	C
Noticiero Colombiano	Jose Estevao (718) 426-3974	Woodside, NY	A

N.B. We plan to place ads in all of the Hispanic and Black publications we have listed.

A Priority = Major Focus

B & C Priority = Secondary Focus

BENSON & HEDGES (COMMUNITY MARKETING PROGRAMS)

(Original '93 Budgets: Black \$75,000; Hispanic \$30,000)

(New '93 Budgets: Black \$150,000; Hispanic - Reallocated, as Brand Group will not be producing ROP ads for this market)

Weiss Watson (Creative)

Circulation Experti (Placement)

Budget: \$100,000

(Benson & Hedges Blues & Rhythm ads should be created for each concert event. Ad size should be determined in a way to maximize dollars and market support)

<u>Market</u>	<u>Event</u>	<u>Date</u>	<u>Demographics</u>
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Priority by numbers

Houston	Black Expo USA (4)	5/26	B
Philadelphia	Black Expo USA (3)	6/5	B
Indianapolis	Indiana Black Expo (1)	7/2	B
Charlotte	Black Expo USA	10/16	B

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Leo Burnett (Creative)
 Circulation Experti (Placement)
 Budget: \$50,000

(Benson & Hedges Special Kings ad should be adapted for these events, perhaps with a tag line "*We are proud to be a participating sponsor of...*"
 Ad size should be in keeping with normal brand ad insertions for ROP.)

<u>Market</u>	<u>Event</u>	<u>Date</u>	<u>Demographics</u>
New York	Black Expo USA (2)	4/23-26	B
Washington, DC	Black Expo USA	8/14-15	B
Detroit	African World Festival	8/20-22	B
Dallas	Black Expo USA	10/30-31	B

MARLBORO (HISPANIC ROP ONLY)

Leo Burnett (Creative and Placement)
 Community Marketing - Original Budget \$100,000; New Budget:
 \$157,500

PRIORITY EVENTS

<u>Market</u>	<u>Event</u>	<u>Date</u>	<u>Activity</u>
Miami	Calle Ocho	3/14	Marlboro Music Concert
Los Angeles	La Fiesta Broadway	4/25	Marlboro Music Concert
San Antonio	Alamodome Baile Tejano Concert	6/6	Marlboro Music Concert
Chicago	Pan American Festival	8/7	Marlboro Music Concert
New York	El Fieston	9/5	Marlboro Music Concert

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SECONDARY EVENTS

<u>Market</u>	<u>Event</u>	<u>Date</u>	<u>Activity</u>
Lawrence, MA	Hispanic Week in Lawrence	6/13-20	Venue Sponsorship
New Orleans	Carnaval Latino Festival	7/8-11	Venue Sponsorship
Chicago	Viva Mexico Festival	8/28-29	Venue Sponsorship
Elizabeth, NJ	Hispanic Festival of Elizabeth	9/4-6	Venue Sponsorship

Priority: Marlboro Music Ads

Secondary: Marlboro Red Roof goodwill ad ("*We are proud to be a ...*")

Ad size: Full page, Tabloid or Broad Sheet

(Autoracing - Original Budget: \$30,000; New Budget: \$25,000)

<u>Event</u>	<u>Market</u>	<u>Date</u>
Toyota Grand Prix	Long Beach, CA	4/18
Toyota Monterey Grand Prix	Monterey, CA	10/3

Ad size is 1/4 page B/W vertical.

Need to contact Denny Grant from Leo Burnett to discuss copy; the small headline across the top should read larger with the words as is, "*Attention Race Fans*" with the huge caption beneath the car to read the race name, race date and race telephone number. The copy should follow the retail posters. If Denny has any questions, he should contact Meg Meurer on extension 2433.

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Please contact appropriate advertising agencies to adjust original placement schedules to reflect these changes in financial support.

If you have any questions, please call either Jose Fontanez (x2361) or me (2077) to discuss your concerns. Thanks for your continued support.

cc: I. Broeman
D. Cimine
E. Ostern
P. LaRusso
R. Stirlen

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