

Philip Morris USA Inc • Marlboro • 2018 Gold Premium Pass Invite DM • Carrier (Front) • KB294-B2

PD007813_1c06_KB294.ai
5-7-2018 6:55 PM
Server: Marlboro Direct
CSM: M. Valencia
Artist: Neiman
Manager: S. Burley



Live: 19.25 in x 8.125 in
Trim: 19.5 in x 8.375 in
Bleed: 19.75 in x 8.625 in
Scale: 1 in = 1 in
Printing: 6c / 1v

LB Job No.
B1241-015162-00

Art Director
A. Butler

Studio Artist

Notes: Front Advertising Area (Per CADtracker): 156.249 sq. in.

Warning Stmt.
3B

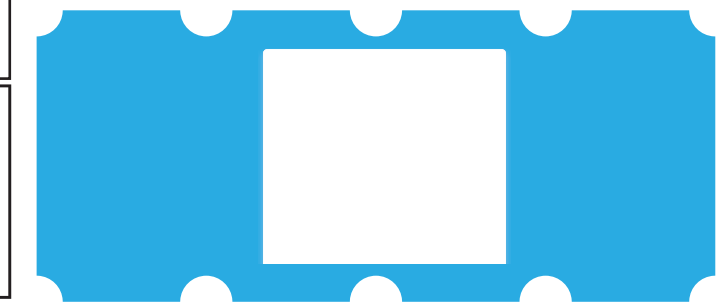
Copywriter
A. Jacobs

Studio Manager

Add. Disclaimer
15.52 pt.

Creative Director
L. Shandling

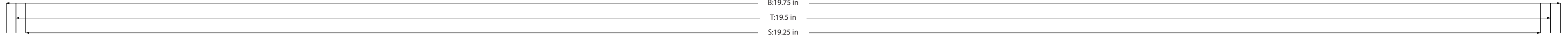
Producer
K. Piccirilli



B:19.75 in

T:19.5 in

S:19.25 in



PREMIUM PASS

DISCOVER
6 SMOOTH, ORIGINAL EXPERIENCES
and enter for a
CHANCE TO WIN ONE*

ENTER WEEKLY AT
MARLBORO.COM/PREMIUMPASS
Site limited to eligible smokers 21 years of age or older.

NO PURCHASE NECESSARY. PURCHASE OR ACCEPTANCE OF A PRODUCT OFFER DOES NOT INCREASE YOUR CHANCE OF WINNING. Limited to eligible smokers 21 years of age or older who are legal residents of the 50 U.S. or D.C. (except MA and MI). Void in MA, MI and where prohibited. Sweepstakes begins at or about 9:00:00 a.m. ET on 6/25/18 and ends at 11:59:59 p.m. ET on 8/5/18. See Official Rules at Marlboro.com for details.
*Prize awarded as a travel certificate.

WEEK N^o. 1
Luxury tour of
YELLOWSTONE

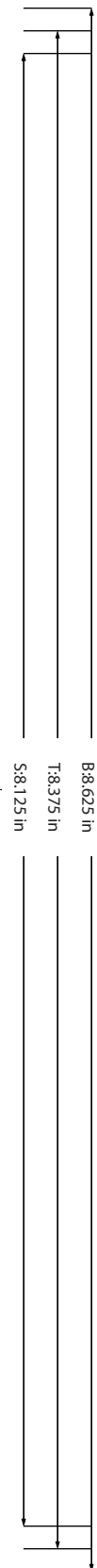
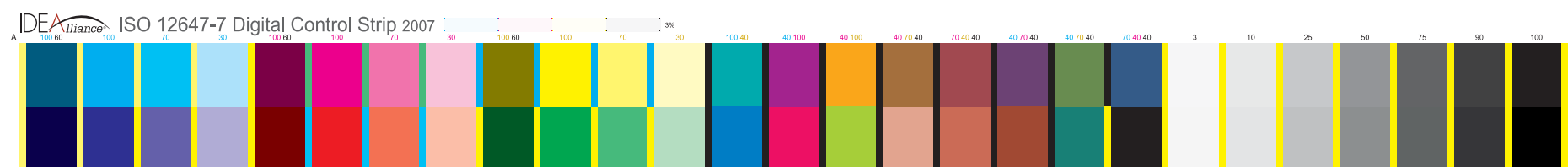
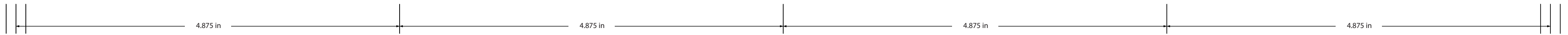
WEEK N^o. 2
Hands-on workshop in
OREGON

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

For more information about PM USA, its products or quitting smoking, visit www.philipmorrisusa.com.

WEEK N^o. 3
VIP lounge access in
TELLURIDE

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Philip Morris USA Inc • Marlboro • 2018 Gold Premium Pass Invite DM • Carrier (Back) • KB294-B2

PD007813_1d05_KB294.ai
5-7-2018
Server: Marlboro Direct
CSM: M. Valencia
Artist: Clissold
Manager: S. Burley



Live: 19.25 in x 8.125 in
Trim: 19.5 in x 8.375 in
Bleed: 19.75 in x 8.625 in
Scale: 1 in = 1 in
Printing: 6c / 1V

LB Job No.
B1241-015162-00

Art Director
A. Butler

Studio Artist

Notes: Back Advertising Area (Per CADtracker): 156.249 sq. in.

Warning Stmt.
3B

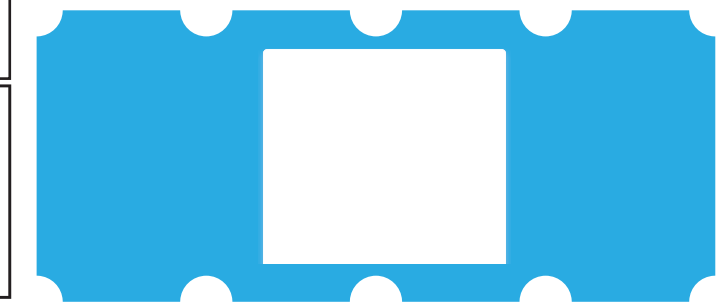
Copywriter
A. Jacobs

Studio Manager

Add. Disclaimer
15.52 pt.

Creative Director
L. Shandling

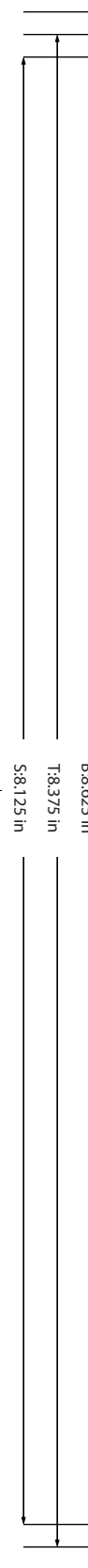
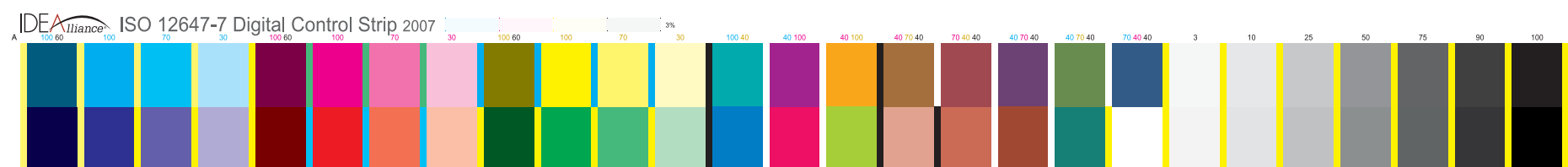
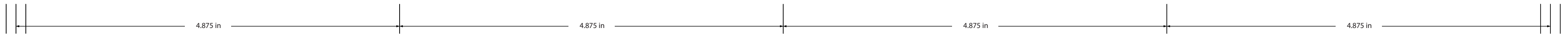
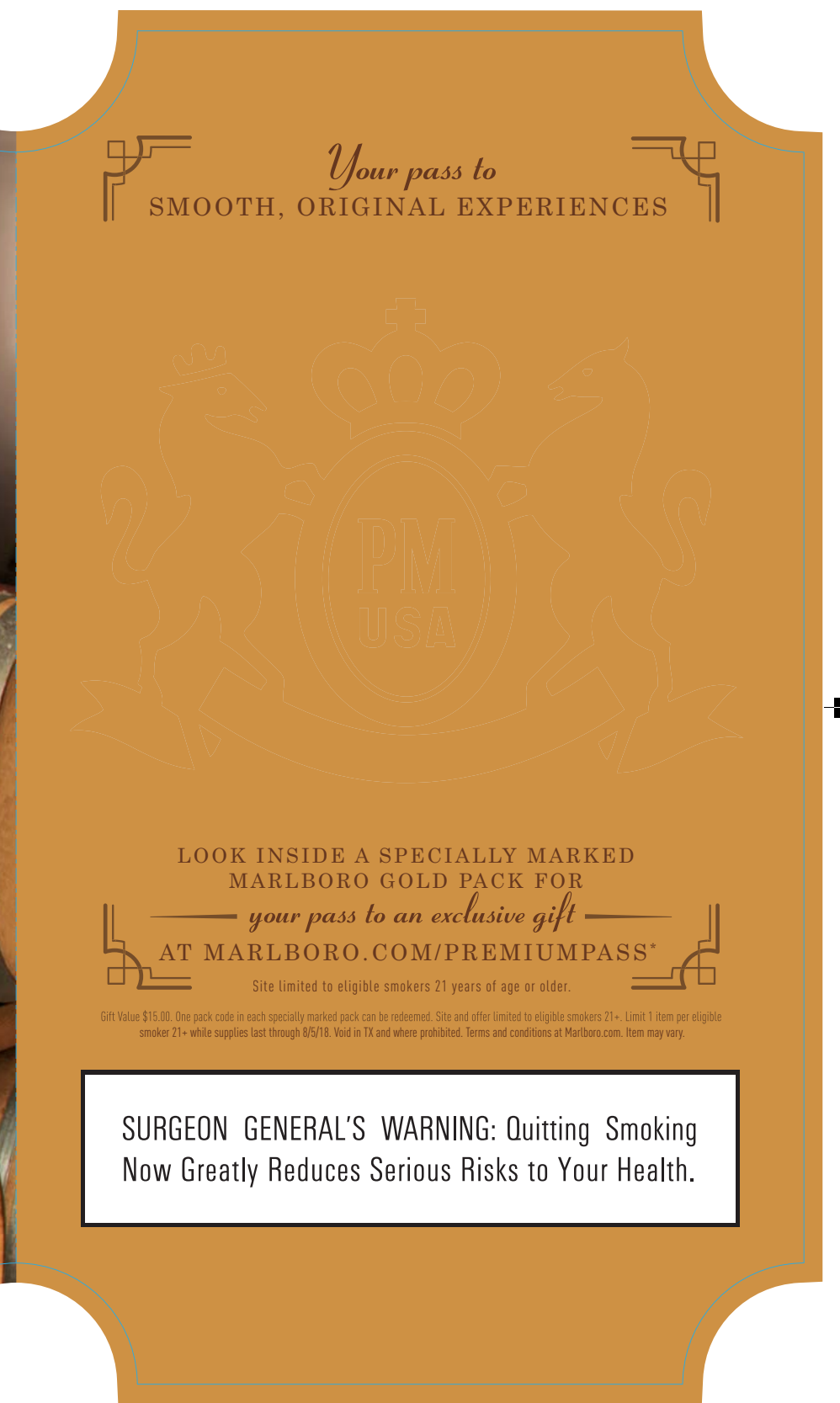
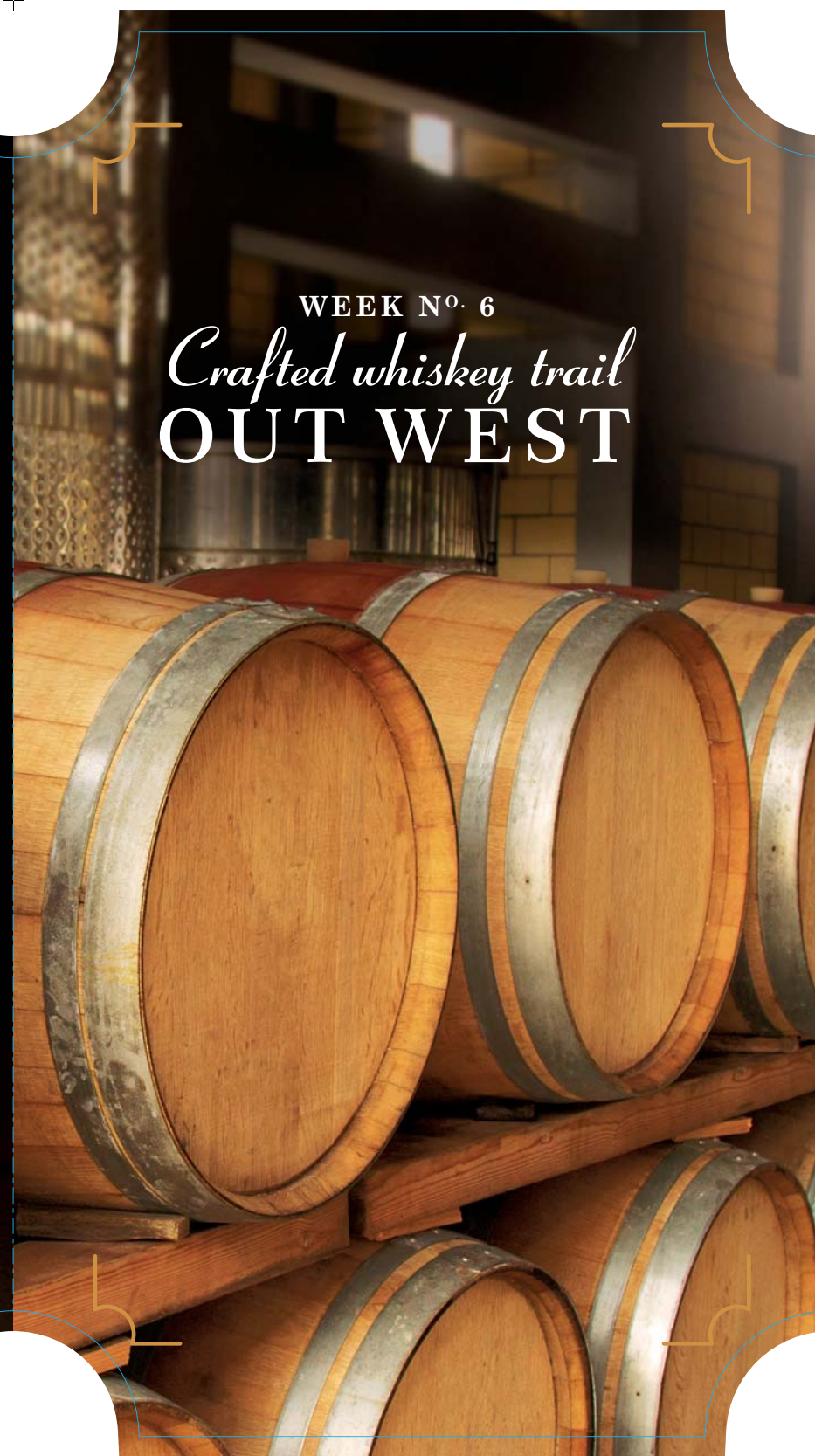
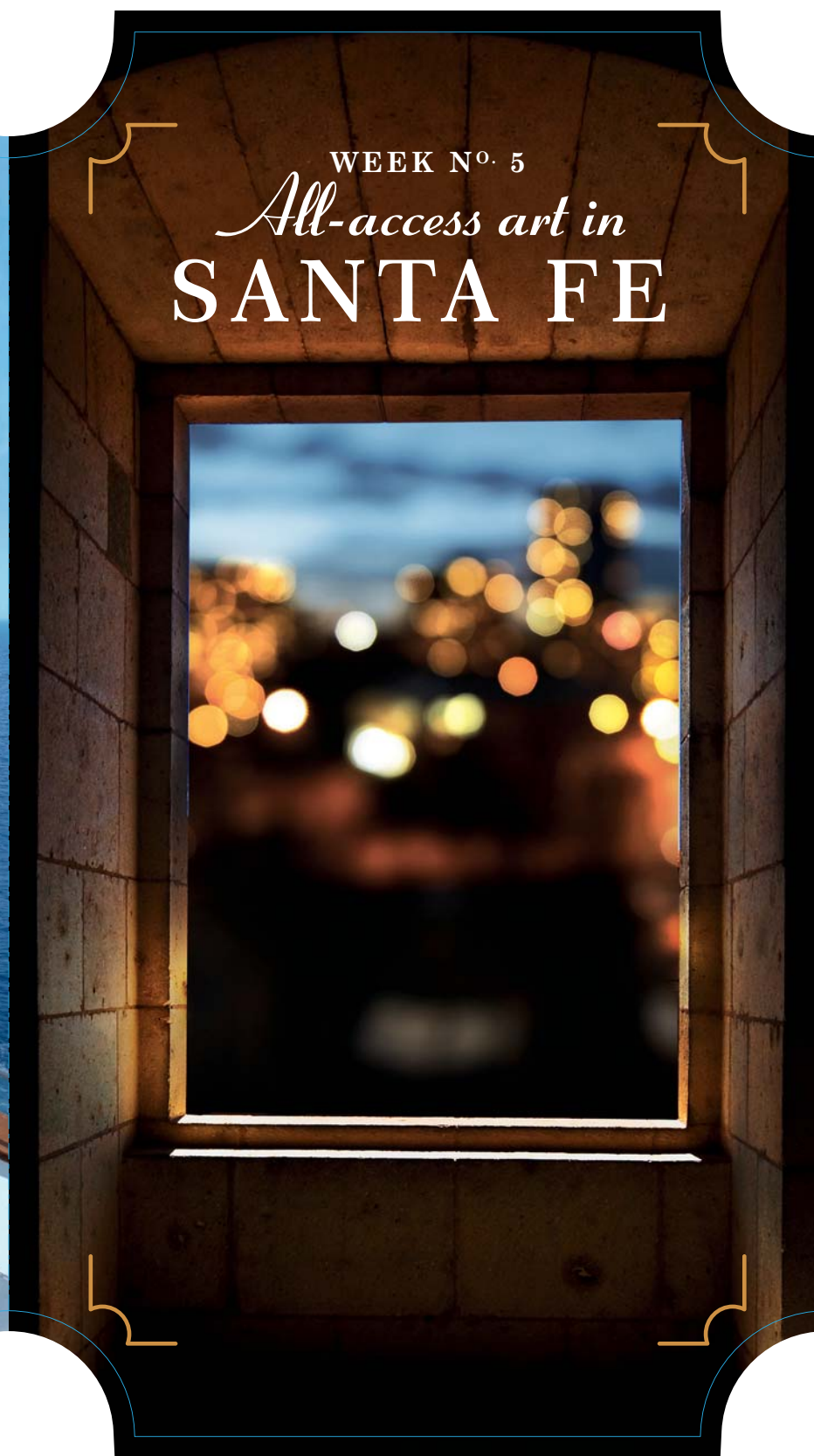
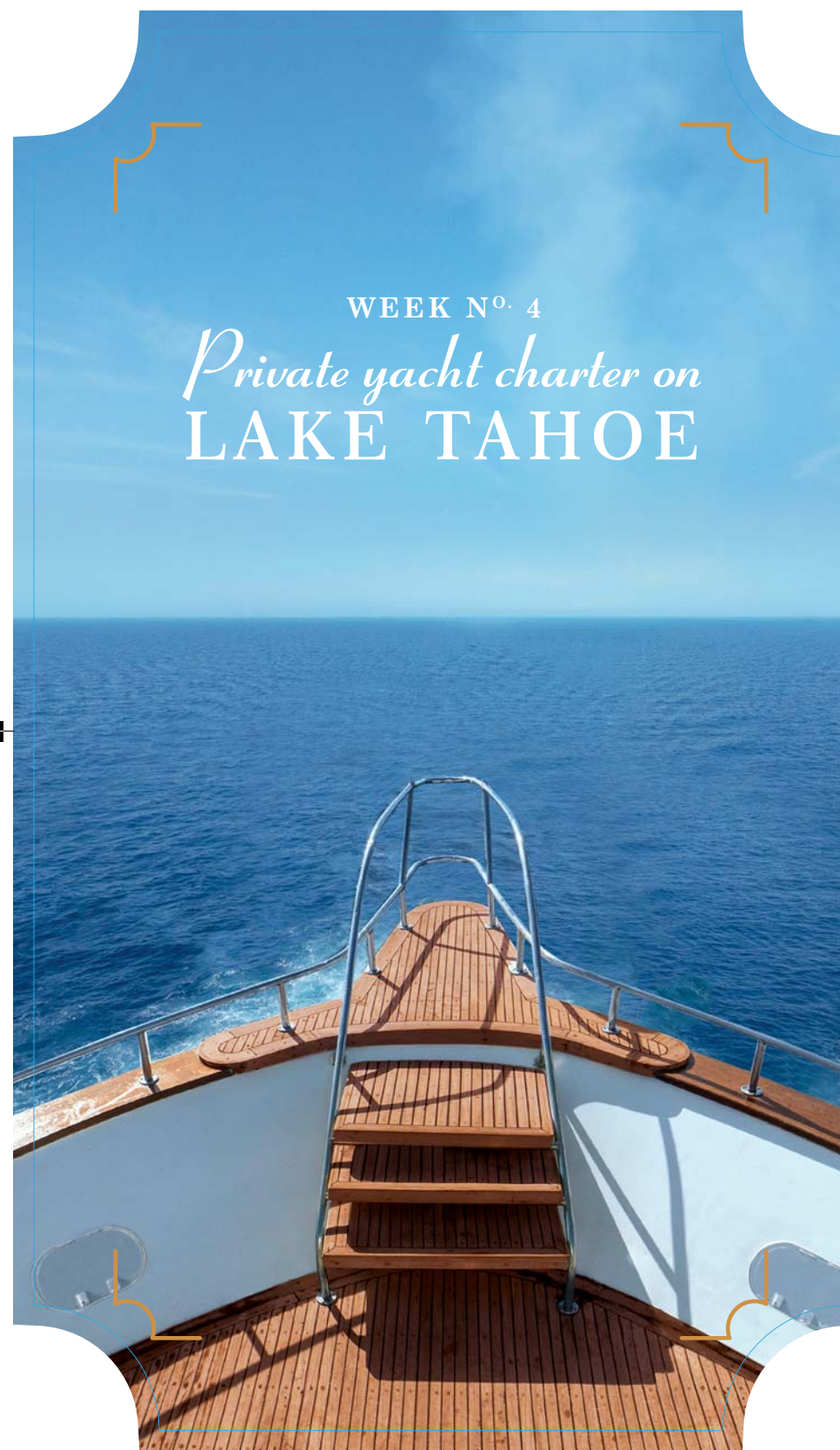
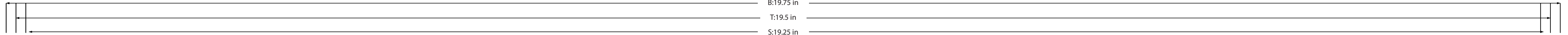
Producer
K. Piccirilli




B:19.75 in

T:19.5 in

S:19.25 in



Philip Morris USA Inc • Marlboro • 2018 Red/Gold Special Select DM • Carrier (Outside) • KB587-B2, Coupons KB588-B2

PD007885_1a04_KB587.ai 5-16-2018 1:40 PM Server: Marlboro Direct CSM: M. Valencia Artist: Archer Manager: S. Burley		Live: 6.75 in x 16.875 in Trim: 7 in x 17.125 in Bleed: 7.25 in x 17.375 in Scale: 1 in = 1 in Printing: 4c	LB Job No. B1241-014695-00	Art Director M. Downey	Studio Artist	Notes: Panel 4: 7" x 4.875" = 34.125 sq. in. Panel 4: covered by HWB on interior panel 1 Coupon fronts: 2.25" x 3.5" = 7.875 sq. in. each.
		Warning Stmt. 1B (2)	Copywriter A. Jacobs	Studio Manager		
		Addl. Disclaimer N/A	Creative Director L. Shandling	Producer K. Piccirilli		



5 in

5 in

4.875 in

2.25 in

B: 7.25 in

T: 7 in

S: 6.75 in

FOLD

FOLD

PANEL 4

FOLD

PERF

COUPON FRONTS

SPECIAL OFFER INSIDE

KB587.2

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\$1.00 OFF

ONE PACK OF MARLBORO
SPECIAL SELECT CIGARETTES

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

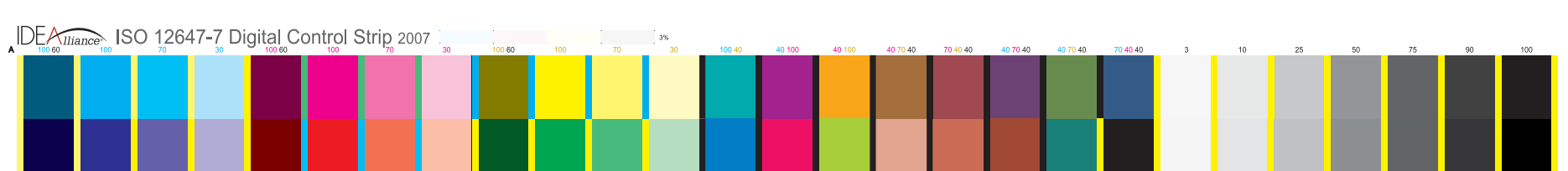
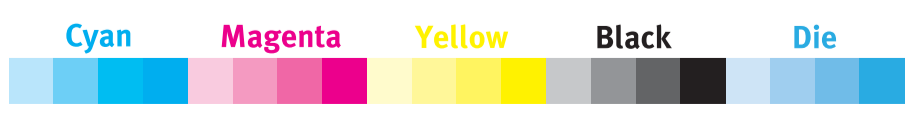
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SPECIAL SELECT CIGARETTES


SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

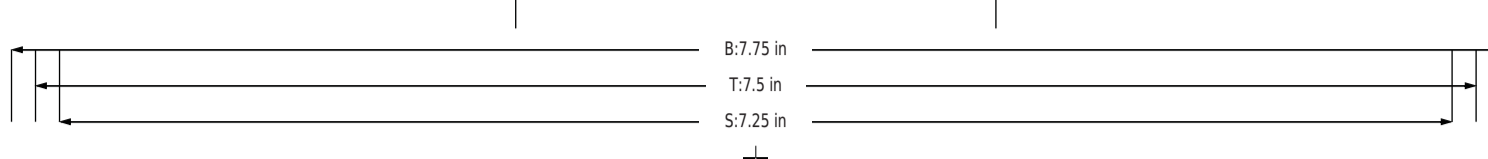
PERF

3.5 in 3.5 in



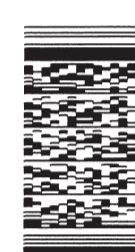
Philip Morris USA Inc. • L&M • Rich Equity Rewards Q3 • Carrier • Exterior • K8669-D2 • Coupons • K9630-D2

PD007529_1e06_Carrier_Ext_K8669.ai 4-24-2018 1:39 PM Server: L&M CSM: M. Valencia Artist: Clissold Manager: S. Burley		Live: 7.25 in x 26.1875 in Trim: 7.5 in x 26.4375 in Bleed: 7.75 in x 26.6875 in Scale: 1 in = 1 in Printing: 5C, 2V	LB Job No. B1241-014783-00	Art Director M. Salvatori	Studio Artist	Notes: Panel 4: 7.5" x 5.25" = 39.375 sq. in. Panel 4: covered by HWB on interior panel 1 Coupon fronts: 5.125" x 2.5" = 12.8125 sq. in. each
		Warning Stmt. 1(a)D x6	Copywriter E. Watson	Studio Manager		
		Addl. Disclaimer N/A	Creative Director B. Richter	Producer J. Kunz		



SPECIAL OFFERS INSIDE

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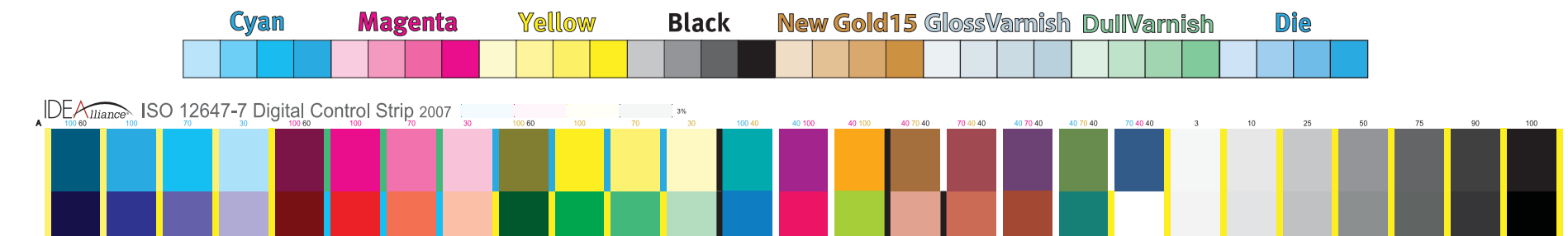
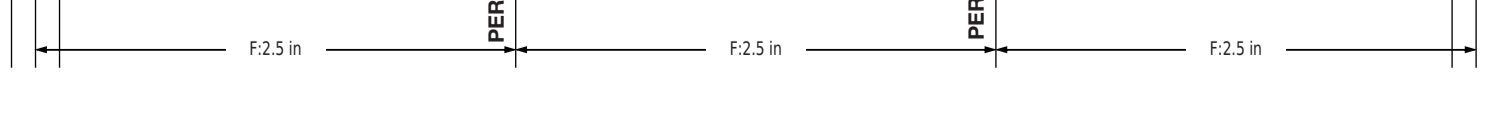
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 STANDARD
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 PAID
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IT ONLY
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 EXPENSIVE

 <p>IT ONLY TASTES EXPENSIVE</p> <p>\$2 OFF Any pack of L&M cigarettes</p> <p>SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.</p>	 <p>IT ONLY TASTES EXPENSIVE</p> <p>\$2 OFF Any pack of L&M cigarettes</p> <p>SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.</p>	 <p>IT ONLY TASTES EXPENSIVE</p> <p>\$2 OFF Any pack of L&M cigarettes</p> <p>SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.</p>
 <p>IT ONLY TASTES EXPENSIVE</p> <p>\$2 OFF Any pack of L&M cigarettes</p> <p>SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.</p>	 <p>IT ONLY TASTES EXPENSIVE</p> <p>\$2 OFF Any pack of L&M cigarettes</p> <p>SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.</p>	 <p>IT ONLY TASTES EXPENSIVE</p> <p>\$2 OFF Any pack of L&M cigarettes</p> <p>SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.</p>




<p>PD007529_1f06_Carrier_Int_K8669.ai 4-27-2018 Server: L&M CSM: M. Valencia Artist: Clissold Manager: S. Burley</p> 	<p>Live: 7.25 in x 26.1875 in Trim: 7.5 in x 26.4375 in Bleed: 7.75 in x 26.6875 in Scale: 1 in = 1 in Printing: 4C, 2V</p>	<p>LB Job No. B1241-014783-00 Warning Stmt. 3D Addl. Disclaimer 15.52 pt.</p>	<p>Art Director M. Salvatori Copywriter E. Watson Creative Director B. Richter</p>	<p>Studio Artist Studio Manager Producer J. Kunz</p>	<p>Notes: Panel 1-3: 7.5" x 16.125" = 120.9375 sq. in. Exterior Panel 4: 7.5" x 5.25" = 39.375 sq. in. Total adv. area: 120.9375" + 39.375" = 160.3125 sq. in. HWB on panel 1 also covers panel 4 on exterior</p>
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B: 7.75 in

T: 7.5 in

S: 7.25 in





PANEL 1

FOLD

F: 5.4375 in

FOLD



RICH REWARDS

PANEL 2

FOLD

F: 5.25 in

FOLD

BEING SAVVY HAS ITS REWARDS

At L&M we believe it's time you were rewarded for your great taste. So we're giving you these coupons to say thanks for choosing our premium tobaccos at a nice price.

Enjoy this rich offer and make sure to keep an eye out for more rewards headed your way each month.

Site limited to eligible smokers 21 years of age or older. Limit one monthly coupon request per eligible smoker 21 years of age or older. Coupon offer may vary or end at any time without notice. Void in MA and where prohibited.

IT ONLY TASTES EXPENSIVE

PANEL 3

FOLD


F: 5.1875 in


FOLD

9999  999999

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9999  999999

\$2.00 OFF 1 PACK OF ANY STYLE L&M

Consumer: Limit one coupon per purchase of specified product. Limited to smokers of legal age to purchase tobacco products only. Not to be transferred, sold, or reproduced. Any other use constitutes fraud. Participation in this promotion at the discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax. Retailer: PM USA will reimburse you the face value of this coupon, plus postage and 8¢ handling, provided you have complied with the terms of the PM USA Coupon Redemption Policy. Void when submitted by an unauthorized agent. PM USA reserves the right to request and verify retailer's purchases and sales of PM USA products. Void where prohibited by law. Cash value 1/20¢. Redeem by mailing to: Philip Morris USA, CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX, 78840. © Philip Morris USA 2018 K9630D2


FOLD

PERF

Coupon Backs


F: 5.125 in

FOLD

9999  999999

\$2.00 OFF 1 PACK OF ANY STYLE L&M

Consumer: Limit one coupon per purchase of specified product. Limited to smokers of legal age to purchase tobacco products only. Not to be transferred, sold, or reproduced. Any other use constitutes fraud. Participation in this promotion at the discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax. Retailer: PM USA will reimburse you the face value of this coupon, plus postage and 8¢ handling, provided you have complied with the terms of the PM USA Coupon Redemption Policy. Void when submitted by an unauthorized agent. PM USA reserves the right to request and verify retailer's purchases and sales of PM USA products. Void where prohibited by law. Cash value 1/20¢. Redeem by mailing to: Philip Morris USA, CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX, 78840. © Philip Morris USA 2018 K9630D2



9999  999999

\$2.00 OFF 1 PACK OF ANY STYLE L&M

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FOLD

PERF

Coupon Backs

