

BOOKER INTERNAL MEMORANDUM

To ✓ MJWW ^{cc} MCWW
 From PMS
 Date 27 October 1972
 Subject Booker Prize 1972

As discussed with you the other day we have agreed to undertake a minimal amount of advertising in the literary trade press and the short listed books for the Booker Prize. The media list and cost for this are as follows:

Bookseller	Full page	3.11.72	+Black	£60.00
Times Literary Supplement	8" double column	3.11.72		£80.00 ✓
Smith's Trade News	Full page	10.11.72	+Black	£58.50 (last year's £65)
New Statesman	5 3/4" x 2 1/2"	10.11.72		£55.00 ✓

253.50

In addition there will be approximately £30 for production charges.

We have also agreed to do a poster again this year and to make some contribution towards the cost of this. We receive £40 from every publishers and the cost of the poster will be about £300. Therefore we shall be contributing approximately £140.

The total budget will be approximately £430.

Peter Smith
 PMS
 253.50
 30.00
 140.00
 423.50

Ttl: 8600

Diurnal
 731.50
 1155.00
 7500
 8600