

DATE: 12/10/98
** REVISED **
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1998 SALES PROMOTION EXPENDITURES
BRAND SPENDING BY PROGRAM / ITEM
NEWPORT NON-MENTHOL

SPECPNAME: L0PLU03RS

PROMO STATUS: 10 IN PROGRESS

PRGMD DESC.: 1ST QTR 1999 WORKPLAN

CHARGE YEAR: 98 FUND BUDGET (000\$): 25.0

PROMO #: 98-005R
REVISED PROMO BUDGET: 0.0

BRAND #: 1647
PACMO TYPE: 1 - WORK PLAN

TIER:

PROMO PERIOD: 1/01/99 - 3/31/99

ITEM CODE#	ITEM DESCRIPTION	TYPE CODE	ACCT #	ESTIMATED QUANTITY	EST UNIT COST	ESTIMATED TOTAL	ACTUAL QUANTITY	ACT UNIT COST	TOTAL ACTUAL COST	VARIANCE	REASON	PO #
NM - 057 - 1	ENHANCED PACK DISPLAY	GM	6480	0	0.00	0.00	6,035	11.78	71,092.30	71,092.30		11884
NM - 072 - 1	4M EXCEL LIT HEADER GRAPHIC	GM	6480	0	0.00	0.00	650	2.26	1,469.00	1,469.00		11912
NM - 075 - 1	6M EXCEL LIT HEADER GRAPHIC	GM	6480	0	0.00	0.00	665	2.26	1,502.90	1,502.90		11912
NM - 078 - 1	8M EXCEL LIT HEADER GRAPHIC	GM	6480	0	0.00	0.00	575	2.26	1,299.50	1,299.50		11912
NM - 364 - 1	COREX SIGN (BRAND SPECIFIC)	GM	6480	0	0.00	0.00	11,335	5.26	59,608.55	59,608.55		11886
NM - 999 - 1	1ST QTR WORK PLAN (TEST MARKETS)	GM	6480	0	0.00	0.00	95,280	0.13	12,342.64	12,342.64		11878
NM - 999 - 1	1ST QUARTER WORKPLAN	GM	6480	0	0.00	0.00	83,550	0.06	5,213.15	5,213.15		11879
	ACCOUNT TOTAL		6480			0.00			152,528.04	152,528.04		

[illegible]

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