



LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Estimate of Art & Production Cost
Print Advertisements and Outdoor
PHILIP MORRIS INC.

Starting Date: August 1984

Estimate No. TNR2031-84/202A
Date September 6, 1984
Media Collateral
Budget Year 1984
Job Number 82070
Client No. _____
Brand Merit

Space _____ Color _____ AdNo. _____

Heading Autumn Fest/Fireworks/Sea Fair/Harbor Lights

Publications Posters, sample pack carriers, banners, letterhead, etc.

ART (including photography, drawings,
lettering, retouching, keyline, etc.)..... \$ 9,000.00

PRODUCTION

Composition..... \$ 1,800.00

Engraving _____

Duplicate Plates _____

Photostats _____

Misc _____

ART and PRODUCTION SUBTOTAL \$ 10,000.00

Agency Commission 1,500.00

Packing/Shipping _____

Taxes _____

TOTAL \$ 11,500.00

Approved HSG Date 9/10/84

(Client)

Remarks:

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