PHILIP MORRIS U.S.A. 1987 NEWSPAPERS

MONTH		1007 1121101											_	T					
		SEPT.			OCT.				NOV.					DEC.				JAN.	
WEEK STARTS MONDAY	7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11
CURRENT SCHEDULE SPACE	T	Γ																	
DAILY NEWSPAPERS BRAND	1	L	1	_		-	_	_		_	-	-	_	-	\vdash	-	\vdash	-	Н
LISTS ABC (PG. AC) BRAND					X								_	_	L	_	L	L	
LISTS AB (PG. 2C) BRAND								X					_	L	L		L	L	L
USSPI (PG. 2C) ISSUE SPACE BRAND	T				X									L	L	L		L	L
BLACK NEWSP. (AG. BW) BRAND	T				×		\times			L					L			1	L
ISSUE SPACE BRAND	1										L			L	1	-	_	1	1
ISSUE SPACE BRAND										L	_		_	1	1	1	-	\downarrow	+
PROMOTION SCHENULE ISSUE SPACE	T					1													
DAILY NEWSPAPERS BRAND ISSUE	+	+	+	+	+	+	+	+	+	+	+	+	\dagger	\dagger	\dagger	T	+	T	
CLEVELAND PLAIN DEALER BRAND	1	1	1	_	1	-	1	+	+	+	+	+	+	+	+	+	+	+	+
M-THU (PG.ZC) BRAND			1	1	k		2	4	1	1	1	+	+	+	+	+	+	+	+
FRI (WKND SECTION) BRAND						\Diamond	ϕ	4	1	1	1	1	1	1	+	+	+	+	+
ALTERNATIVES (PG. 2C) ISSUE BRAND						X	ϕ	4	1	1	1	1	1	4	+	+	+	+	+
ISSUE SPACE BRAND						1	1	1	1	1	1	1	-	4	1	-	+	+	+
ISSUE SPACE BRAND	,							1		1	1	4	1	-	4	4	4	1	+
SPACE SPACE BRAND ISSUE										1		4	1	4	1	_	4	_	+
CURRENT SCHEDULE BRANK	D												_				-	7	3
ISSUE SPACE BRAN														_			_	4000	04539
ISSUE SPACE BRAN	E										_			_	-	-	-	. !	396260
ISSUE SPACI	E		1									L		L	1	_	_	1	_