



LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

ADVERTISING

NEWSPAPER

ESTIMATE RECAP - PNO1

PERIOD
01/01/88 TO 12/31/88

DATE 09/08/89
PAGE 1

CLIENT: P.M. INC. OFFICE: 10
EST NO: 8203 REVISES EST DTD 08/11/89

DESC: 703B VIRGINIA SLIMS
LIGHTS BLACK ROP

TOTALS BY PRODUCT/MONTH

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE	GROSS LESS C/D
16-V.S.LIGHTS	JAN 1988	3,212.80		3,158.18
	FEB	86,611.47		85,135.62
	MAR	1,740.00		1,710.42
	QUARTER 1	91,564.27		90,004.22
	APR	83,228.14		81,865.34
	JUN	87,061.14		85,634.26
	QUARTER 2	170,289.28		167,499.60
	JUL	6,212.30		6,106.69
	AUG	87,612.32		86,176.07
	SEP	816.00		816.00
	QUARTER 3	94,640.62		93,098.76
	OCT	86,994.28		85,554.66
	NOV	816.00		816.00
	DEC	91,848.44		90,326.29
	QUARTER 4	179,658.72		176,696.95
	TOTAL	536,152.89		527,299.53

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