



LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

ADVERTISING

OUTDOOR

ESTIMATE RECAP - ODO1(S)

PERIOD 01/01/88 TO 12/31/88 DATE 10/31/89
PAGE 1

CLIENT: P.M. INC. OFFICE: 10 DESC: 771A PAINT POOL
EST NO: 8027 REVISES EST DTD 10/06/89

TOTALS BY PRODUCT/MONTH

SHOWING DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE
12-B&H 100'S	FEB 1988	1,121,434.87	
	MAR	1,123,224.99	
	QUARTER 1	2,244,659.86	
	AUG	407,530.89	
	SEP	1,215,273.29	
	QUARTER 3	1,622,804.18	
	TOTAL	3,867,464.04	
12-B&H LIGHTS	AUG 1988	406,310.69	
B&H LIGHTS BOX	FEB 1988	77,381.93	
	MAR	73,964.62	
	QUARTER 1	151,346.55	
	TOTAL	151,346.55	
12-B&H DLX U.L.	AUG 1988	406,310.68	
27-MER.BX.	APR 1988	3,441.55	
27-MERIT	OCT 1988	1,203,212.58	
	NOV	1,191,586.63	
	QUARTER 4	2,394,799.21	
	TOTAL	2,394,799.21	
27-MERIT ULTRA	APR 1988	1,191,164.35	
	MAY	1,214,001.55	
	QUARTER 2	2,405,165.90	
	TOTAL	2,405,165.90	
16-V.S.LIGHTS	JAN 1988	660,104.64	1,573.28-
	QUARTER 1	660,104.64	1,573.28-
	MAY	147.50	
	QUARTER 2	147.50	
	JUL	245.83	
	QUARTER 3	245.83	
	TOTAL	660,497.97	1,573.28-
16- V.S. 100'S	JAN 1988	659,571.47	1,573.28-
	QUARTER 1	659,571.47	1,573.28-
	MAY	147.49	
	JUN	977,173.14	
	QUARTER 2	977,320.63	
	JUL	961,514.11	467.07-

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