



**LEO BURNETT U.S.A.**  
A DIVISION OF LEO BURNETT COMPANY, INC.  
**ADVERTISING**

MAGAZINE

ESTIMATE RECAP - PM01(0)

PERIOD 01/01/92 TO 12/31/92  
DATE 12/13/91  
PAGE 1

CLIENT: P.M. INC. OFFICE: 10  
EST NO: 2880

DESC: 701A MARLBORO MEDIUM  
MAGAZINES

TOTALS BY PRODUCT/MONTH

ON SALE DATE

PRODUCT	PERIOD	ESTIMATE AMOUNT	ESTIMATE CHANGE	ESTIMATE LESS C/D
10-MAR MEDIUMS	JAN 1992	16,310.76	16,310.76	16,033.48
	FEB	16,342.67	16,342.67	16,342.67
	MAR	16,342.67	16,342.67	16,342.67
	QUARTER 1	48,996.10	48,996.10	48,718.82
	TOTAL	48,996.10	48,996.10	48,718.82