



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

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

Estimate No. MC-4026-77 Rev.2  
Date 1/20/78  
Media Other  
Budget Year 1977  
Job Number 55334  
Client No.  
Brand Marlboro Red & Gold

Space Page Color 4/c bleed AdNo. 3961

Heading "Marly Coat Morning"

Publications Race Track Programs

ART (including photography, drawings, lettering, retouching, keyline, etc.) \$ 388.00

### PRODUCTION

Composition \$ 23.70

Engraving 4,728.00

Duplicate Plates

Photostats

Misc

ART and PRODUCTION SUBTOTAL \$ 5,139.70

Agency Commission 770.96

Packing/Shipping 443.99

Taxes

TOTAL \$ 6,354.65

Approved BAK Date 1/25/78  
(Client)

Remarks:

Revised to reflect increase in cost FEB 9 1978

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