



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

OUTDOOR

ESTIMATE RECAP - ODO1(S)

PERIOD
01/01/85 TO 12/31/85

DATE 12/06/85
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CLIENT: P.M. INC. OFFICE: 10
EST NO: 5502 REVISES EST DTD 11/08/85

DESC: 771A MARLBORO VERTICAL
DISPLAY - 1985

TOTALS BY PRODUCT/MONTH

SHOWING DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE
10-MARLBORO	JAN 1985	286,073.02	
	FEB	292,621.54	
	MAR	287,570.93	209.88-
	QUARTER 1	866,265.49	209.88-
	APR	289,839.77	
	MAY	283,402.04	
	JUN	279,786.41	71.29-
	QUARTER 2	853,028.22	71.29-
	JUL	277,248.87	486.32
	AUG	279,208.29	641.61
	SEP	271,036.83	447.15
	QUARTER 3	827,493.99	1,575.08
	OCT	266,520.72	1,104.70
	NOV	257,951.03	2,178.03
	DEC	245,688.24	3,884.05
	QUARTER 4	770,159.99	7,166.78
	TOTAL	3,316,947.69	8,460.69

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