

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

MAGAZINE

ESTIMATE RECAP - PM01(0)

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

DATE 12/09/88
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CLIENT: P.M. INC. OFFICE: 10
EST NO: 8010 REVISES EST DTD 10/28/88

DESC: 703A ALTERNATIVE MARLBORO
ROP SB2

TOTALS BY PRODUCT/MONTH

ON SALE DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE	GROSS LESS C/D
10-MARLBORO	JAN 1988	82,257.87		82,066.19
	FEB	15,056.36		15,056.36
	MAR	13,626.50		13,626.50
	QUARTER 1	110,940.73		110,749.05
	APR	60,458.47		60,276.74
	MAY	66,404.76		66,210.19
	JUN	46,024.30		45,904.11
	QUARTER 2	172,887.53		172,391.04
	JUL	94,188.17		93,873.41
	AUG	48,621.24		48,562.59
	SEP	61,419.53		61,163.42
	QUARTER 3	204,228.94		203,599.42
	OCT	50,947.76		50,827.57
	NOV	52,024.32		51,962.78
	DEC	57,972.14		57,777.57
	QUARTER 4	160,944.22		160,567.92
	TOTAL	649,001.42		647,307.43

Final

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