



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

NEWSPAPER ESTIMATE RECAP - PNO3

PERIOD DATE 08/09/91
01/01/90 TO 12/31/90 PAGE 1

CLIENT: P.M. INC. OFFICE: 10 DESC: 703A MILITARY NEWSPAPERS
EST NO: 0004 REVISES EST DTD 05/10/91 MARLBORO

TOTALS BY PRODUCT/TRDNG AREA /MONTH PRODUCT:
10-MARLBORO

TRDNG AREA	PERIOD	GROSS AMOUNT	GROSS CHANGE	GROSS LESS C/D
2AO-PHILADLPHIA	FEB 1990	1,666.37		1,666.37
	MAR	1,666.37		1,666.37
	QUARTER 1	3,332.74		3,332.74
	APR	1,666.37		1,666.37
	MAY	1,666.37		1,666.37
	JUN	1,666.37		1,666.37
	QUARTER 2	4,999.11		4,999.11
	JUL	3,332.74		3,332.74
	SEP	1,666.37		1,666.37
	QUARTER 3	4,999.11		4,999.11
	OCT	1,666.37		1,666.37
	NOV	1,666.37		1,666.37
	QUARTER 4	3,332.74		3,332.74
	TOTAL	16,663.70		16,663.70
2CO-BLTIMR-WASH	FEB 1990	5,006.81		5,006.81
	MAR	5,006.81		5,006.81
	QUARTER 1	10,013.62		10,013.62
	APR	5,006.81		5,006.81
	MAY	4,856.81		4,856.81
	JUN	5,006.81		5,006.81
	QUARTER 2	14,870.43		14,870.43
	JUL	9,824.02		9,824.02
	SEP	5,006.81		5,006.81
	QUARTER 3	14,830.83		14,830.83
	OCT	5,006.81		5,006.81
	NOV	4,556.96		4,556.96
	QUARTER 4	9,563.77		9,563.77
	TOTAL	49,278.65		49,278.65
2DO-NRFLK-PRTSM	FEB 1990	3,634.42		3,634.42
	MAR	3,634.42		3,634.42
	QUARTER 1	7,268.84		7,268.84
	APR	3,634.42		3,634.42
	MAY	3,634.42		3,634.42
	JUN	3,634.42		3,634.42
	QUARTER 2	10,903.26		10,903.26
	JUL	7,268.84		7,268.84
	SEP	3,634.42		3,634.42
	QUARTER 3	10,903.26		10,903.26
	OCT	3,634.42		3,634.42
	NOV	3,023.42		3,023.42
	DEC	1,333.92		1,333.92
	QUARTER 4	7,991.76		7,991.76

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