

PM BLUES OCTOBER SCHEDULE

# PHILIP MORRIS U.S.A. 1987 NEWSPAPERS

MONTH		SEPT.				OCT.				NOV.					DEC.				JAN.		
WEEK STARTS MONDAY		7	14	21	28	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	1
<u>CURRENT SCHEDULE</u>	ISSUE SPACE BRAND																				
<u>DAILY NEWSPAPERS</u>	ISSUE SPACE BRAND																				
<u>LISTS ABC (PG. 2C)</u>	ISSUE SPACE BRAND					X															
<u>LISTS AB (PG. 2C)</u>	ISSUE SPACE BRAND								X												
<u>USSPI (PG. 2C)</u>	ISSUE SPACE BRAND					X															
<u>BLACK NEWSP. (PG. BW)</u>	ISSUE SPACE BRAND					X		X													
	ISSUE SPACE BRAND																				
	ISSUE SPACE BRAND																				
<u>PROMOTION SCHEDULE</u>	ISSUE SPACE BRAND																				
<u>DAILY NEWSPAPERS</u>	ISSUE SPACE BRAND																				
<u>CLEVELAND PLAIN DEALER</u>	ISSUE SPACE BRAND																				
<u>M-THU (PG. 2C)</u>	ISSUE SPACE BRAND					X	X	X	X												
<u>FRI (WKND SECTION)</u>	ISSUE SPACE BRAND					X	X	X	X												
<u>ALTERNATIVES (PG. 2C)</u>	ISSUE SPACE BRAND					X	X	X	X												
	ISSUE SPACE BRAND																				
	ISSUE SPACE BRAND																				
⊗ = TAKEOVER FROM	ISSUE SPACE BRAND																				
<u>CURRENT SCHEDULE</u>	ISSUE SPACE BRAND																				
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