



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

OUTDOOR

ESTIMATE RECAP - ODO1(S)

PERIOD 01/01/86 TO 12/31/86 DATE 11/07/86
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CLIENT: P.M. INC. OFFICE: 10
EST NO: 6045 REVISES EST DTD 10/10/86
DESC: 771A ETHNIC BLACK
PAINT POOL - 1986

TOTALS BY PRODUCT/MONTH

SHOWING DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE
12-B&H 100'S	FEB 1986	74,932.67	
	MAR	75,121.83	
	QUARTER 1	150,054.50	
	TOTAL	150,054.50	
12-B&H LIGHTS	FEB 1986	75,157.63	
	MAR	75,347.36	
	QUARTER 1	150,504.99	
	JUN	219,655.95	2,163.26
	QUARTER 2	219,655.95	2,163.26
	JUL	219,034.24	2,163.26
	QUARTER 3	219,034.24	2,163.26
	OCT	221,103.78	2,412.53-
	NOV	225,679.57	2,163.26
	QUARTER 4	446,783.35	249.27-
	TOTAL	1,035,978.53	4,077.25
12-B&H DLX U.L.	FEB 1986	74,932.73	
	MAR	75,121.89	
	QUARTER 1	150,054.62	
	TOTAL	150,054.62	
16-V.S. 120'S	AUG 1986	75,151.30	720.37
	SEP	75,151.30	720.37
	QUARTER 3	150,302.60	1,440.74
	DEC	1,081.63	1,081.63
	QUARTER 4	1,081.63	1,081.63
	TOTAL	151,384.23	2,522.37
16-V.S. LIGHTS	JAN 1986	222,892.70	
	QUARTER 1	222,892.70	
	APR	114,123.33	
	MAY	112,795.87	
	QUARTER 2	226,919.20	
	AUG	75,376.91	722.53
	SEP	75,376.91	722.53
	QUARTER 3	150,753.82	1,445.06
	DEC	112,840.11	1,081.63
	QUARTER 4	112,840.11	1,081.63
	TOTAL	713,405.83	2,526.69
16- V.S. 100'S	APR 1986	114,122.66	

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