



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

Estimate of Art & Production Cost
Print Advertisements and Outdoor
PHILIP MORRIS INC.

Starting Date: September, 1983

Estimate No. TMEL146-83/733A Rev. 2
Date January 24, 1985
Media Print
Budget Year 1983
Job Number 81355
Client No. _____
Brand Marl

Space Page, Color 4/C AdNo. 1611

Heading "Red Bull"

Publications Supplements

ART (including photography, drawings,
lettering, retouching, keyline, etc.)..... \$ 225.00

PRODUCTION

Composition..... \$ _____

Engraving 14,630.00

Duplicate Plates 3,400.00

Photostats _____

Misc..... _____

ART and PRODUCTION SUBTOTAL \$ 18,255.00

Agency Commission 2,738.00

Packing/Shipping 600.00

Taxes..... _____

TOTAL \$ 21,593.00

Approved [Signature] Date 1/30/85
(Client)

Remarks: Revised to increase cost and to correct ad number. Final Estimate.

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