



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

NEWSPAPER ESTIMATE RECAP - PNOB

PERIOD DATE 08/09/96  
01/01/96 TO 12/31/96 PAGE 1

CLIENT: P.M. INC. OFFICE: 10 DESC: 760A MULTIPLE PRODUCT ROP  
EST NO: 6083 REVISES EST DTD 05/10/96 1991 & PRIOR ADJUSTMENTS

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TOTALS BY MRKT/S ZON /PRODUCT/MONTH MRKT/S:ZON  
2NO-PENSACOLA  
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PRODUCT	PERIOD	EST AMT AMOUNT	EST AMT CHANGE	EST AMT LESS C/D
10-MARLBORO	JAN 1996	259.31-	259.31-	259.90-

2084022841