

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

ADVERTISING

OUTDOOR ESTIMATE RECAP - ODO1(S)

PERIOD DATE 11/02/90
01/01/90 TO 12/31/90 PAGE 1

CLIENT: P.M. INC. OFFICE: 10 DESC: 771A MARLBORO ROTARY
EST NO: 0037 REVISES EST DTD 10/05/90 CONVERSION

TOTALS BY PRODUCT/MONTH

SHOWING DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE
10-MARLBORO	JAN 1990	449,352.34	
	FEB	423,734.56	
	MAR	416,813.01	9,214.61
	QUARTER 1	1,289,899.91	9,214.61
	APR	410,362.67	8,294.24
	MAY	434,325.94	5,269.40
	JUN	397,528.04	2,346.94
	QUARTER 2	1,242,216.65	15,910.58
	JUL	487,327.43	4,988.17
	AUG	492,225.74	2,827.67
SEP	444,116.71	8,478.32	
QUARTER 3	1,423,669.88	662.48	
OCT	424,774.80	18,115.54	
NOV	482,699.02	13,161.84	
DEC	478,156.17	12,357.41	
QUARTER 4	1,385,629.99	7,403.71	
TOTAL	5,341,416.43	31,866.42	
10-MARL.LIGHT	JAN 1990	130,252.23	
	FEB	150,707.45	
	MAR	178,090.19	9,214.61
	QUARTER 1	459,049.87	9,214.61
	APR	185,176.89	8,294.24
	MAY	158,191.33	5,269.40
	JUN	166,976.47	2,346.94
	QUARTER 2	510,344.69	15,910.58
	JUL	86,457.63	4,988.17
	AUG	110,105.41	2,827.67
SEP	191,505.65	12,361.09	
QUARTER 3	388,068.69	4,545.25	
OCT	174,260.40	8,728.55	
NOV	145,778.16	14,145.14	
DEC	145,778.16	13,340.71	
QUARTER 4	465,816.72	36,214.40	
TOTAL	1,823,279.97	56,794.34	
GRAND TOTAL	JAN 1990	579,604.57	
	FEB	574,442.01	
	MAR	594,903.20	
	QUARTER 1	1,748,949.78	
	APR	595,539.56	
	MAY	592,517.27	
	JUN	564,504.51	
QUARTER 2	1,752,561.34		
JUL	573,785.06		

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