



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

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

Estimate No. TM1086-33/753A
Date June 6, 1983
Media Print
Budget Year 1983
Job Number 79525
Client No. _____
Brand Merit

Starting Date: April 1983

Space Page Color #/c AdNo. 1565

Heading Player Talk

Publications Time size publications

ART (including photography, drawings,
lettering, retouching, keyline, etc.)..... \$ 1,825.00

PRODUCTION

Composition..... \$ 650.00

Engraving 14,500.00

Duplicate Plates

Photostats

Misc.....

ART and PRODUCTION SUBTOTAL \$ 16,875.00

Agency Commission 2,546.00

Packing/Shipping 300.00

Taxes.....

TOTAL \$ 19,821.00

204546746
PRINTING AND MAILING

Approved J.M.L. Date /
(Client)

Remarks: