



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

OUTDOOR

ESTIMATE RECAP - OD01(S)

PERIOD  
01/01/78 TO 12/31/78

DATE 03/03/78  
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CLIENT: P.M. INC. OFFICE: 10  
EST NO: 8035 REVISES EST DTD 02/03/78

DESC: 100 MM-30 SHEET POSTING  
PROGRAM

TOTALS BY PRODUCT/MONTH

MAR 14 1978

SHOWING DATE

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE
B&H LIGHTS	JAN 1978	534,588.36	534,588.36
	FEB	531,006.55	531,006.55
	QUARTER 1	1,065,594.91	1,065,594.91
	TOTAL	1,065,594.91	1,065,594.91
B&H 100 / MENTL	JAN 1978	1,115.06	532,100.38-
	FEB	380.53	328,518.27-
	QUARTER 1	1,495.59	1,060,618.35-
	TOTAL	1,495.59	1,060,618.35-
MARLB LIGHTS	MAR 1978	45,740.96	45,740.96
UNASSGN PRODUCT	APR 1978	532,873.88	3,794.54
	MAY	532,873.89	3,794.54
	JUN	533,152.55	3,794.54
	QUARTER 2	1,598,900.32	11,383.62
	JUL	533,152.55	3,794.54
	AUG	533,238.40	3,794.54
	SEP	533,238.40	3,794.54
	QUARTER 3	1,599,629.35	11,383.62
	OCT	533,238.40	3,794.54
	NOV	533,238.40	3,794.54
	DEC	533,238.40	3,794.54
	QUARTER 4	1,599,715.20	11,383.62
	TOTAL	4,798,244.87	34,150.86
VA SLIMS/MENTHL	MAR 1978	437,132.92	42,588.90-
GRAND TOTAL	JAN 1978	535,703.42	2,488.28
	FEB	531,387.08	2,488.28
	MAR	532,873.88	3,152.06
	QUARTER 1	1,599,964.38	8,128.62
	APR	532,873.88	3,794.54
	MAY	532,873.89	3,794.54
	JUN	533,152.55	3,794.54
	QUARTER 2	1,598,900.32	11,383.62
	JUL	533,152.55	3,794.54
	AUG	533,238.40	3,794.54
	SEP	533,238.40	3,794.54
	QUARTER 3	1,599,629.35	11,383.62
	OCT	533,238.40	3,794.54
	NOV	533,238.40	3,794.54
	DEC	533,238.40	3,794.54
	QUARTER 4	1,599,715.20	11,383.62
	TOTAL	6,398,209.25	42,279.48

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