



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: June 1984

Estimate No. TNR1075-84/733A

Date June 19, 1984

Media Print

Budget Year 1984

Job Number 85019

Client No. \_\_\_\_\_

Brand Merit

Space Page Color 4/c AdNo. 1706

Heading \*Pub-A-Dub-Pub\*

Publications National Newspapers

ART (including photography, drawings,  
lettering, retouching, keyline, etc.)..... \$ 425.00

### PRODUCTION

Composition..... \$ \_\_\_\_\_

Engraving ..... 4,000.00

Duplicate Plates ..... \_\_\_\_\_

Photostats ..... \_\_\_\_\_

Misc ..... \_\_\_\_\_

ART and PRODUCTION ..... SUBTOTAL \$ 4,425.00

Agency Commission ..... 664.00

Packing/Shipping ..... 200.00

Taxes ..... \_\_\_\_\_

TOTAL \$ 5,289.00

Approved \_\_\_\_\_

(Client)

Date 7/9/84

Remarks:

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