

OUTDOOR CIGARETTE ACTIVITY COMPARISON FOR DEC 1987

REPORT# PMOD-7
DATE 01/29/88
TIME 13:57
PAGE 1

		PHILIP MORRIS				R.J. REYNOLDS			
		<-----PAINT----->		POSTING		<-----PAINT----->		POSTING	
		UNITS	COST	COST	TOTAL	UNITS	COST	COST	TOTAL
					MKT %				MKT %
									INX
<hr/>									
1CO-BOSTON									
BOSTON, MA									
	PERMANENT	17	88692	48520	137212	2.7	108097	39327	147424
	BACK LITE		88692			29	95428		2.4
						3	12669		89
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NEW BEDFORD/FALL RIVER									
	PERMANENT	1	1388	2696	4084	0.1	1404	2564	3968
			1388			1	1404		0.1
									100
<hr/>									
***T/A TOTAL			90080	51216	141296		109501	41891	151392
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1DO-SPRINGFIELD									
SPRINGFIELD, MA									
	PERMANENT	4	10315	5699	16014	0.3	4390	0	4390
			10315			3	4390		0.1
									33
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1EO-PROVIDENCE									
PROVIDENCE, RI									
	PERMANENT	5	14714	11639	26353	0.5	18184	9413	27597
	BACK LITE	1	11718			7	18184		0.4
			2996						80
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1FO-HARTFORD									
HART/NEW B/BRISTOL									
	PERMANENT	2	2345	24406	26751	0.5	19388	7385	26773
	BACK LITE		2345			6	11150		0.4
						4	8238		80
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NH/WH/WATERBURY/MERIDAN									
	PERMANENT	1	7907	10238	18145	0.4	3847	7450	11297
	BACK LITE	1	4117			1	3847		0.2
			3790						50
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***T/A TOTAL			10252	34644	44896		23235	14835	38070
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1GO-ALBANY									
ALBANY/SCHEN/TROY									
	PERMANENT	4	8670	9742	18412	0.4	12576	6030	18606
	BACK LITE		8670			5	9824		0.3
						1	2752		75
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1HO-BUFFALO									
BUFFALO, NY									
	PERMANENT	7	9411	8975	18386	0.4	2752	9993	12745
	BACK LITE		9411			1	2752		0.2
									50

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