

| | <u>1996 - Budget</u> | <u>Jan</u> | <u>Feb</u> | <u>Mar</u> | <u>Apr</u> | <u>May</u> | <u>June</u> | <u>July</u> | <u>Aug</u> | <u>Sep</u> | <u>Oct</u> | <u>Nov</u> | <u>Dec</u> | Total 1996 |
|--------------------------------------|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|
| | B | B | B | B | B | B | B | B | B | B | B | B | B | |
| TOTAL MSA DATA | 47,721 | 55,778 | 71,876 | 47,721 | 71,876 | 279,954 |
| 296 M.O. PROCESSING | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 11,180 | 134,160 |
| Basic Processing | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 10,351 | 124,212 |
| Tar/Nicotine Rpt. | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 287 | 3,444 |
| Incent. CRA Processing | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 97 | 1,164 |
| Brand Definition Chgs. | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 18 | 216 |
| Geo/Pop. Realignments | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 427 | 5,124 |
| STANDARD RPTS. | 6,966 | 13,786 | 29,316 | 6,966 | 6,966 | 29,316 | 6,966 | 6,966 | 29,316 | 6,966 | 6,966 | 6,966 | 31,941 | 182,437 |
| 396 M.O. National Summaries | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 1,895 | 22,740 |
| Report | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 1,723 | 20,676 |
| Additional Copies | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 172 | 2,064 |
| 496 Mo. National Detail Rpts. | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 470 | 5,540 |
| 596 Qtrly. Market Overviews | 0 | 0 | 1,980 | 0 | 0 | 1,980 | 0 | 0 | 1,980 | 0 | 0 | 1,980 | 0 | 7,920 |
| 696 Qtrly. Master Brand List | 0 | 0 | 298 | 0 | 0 | 298 | 0 | 0 | 298 | 0 | 0 | 298 | 0 | 1,192 |
| 796 10 Year Trend Report | 0 | 6,820 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6,820 |
| 896 IRI Data Summaries (14/Yr) | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 4,601 | 55,212 |
| 996 Qtrly. Field Sales Rpts. | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 36,252 |
| Integrated Brand Rpt. | 0 | 0 | 1,862 | 0 | 0 | 1,862 | 0 | 0 | 1,862 | 0 | 0 | 1,862 | 0 | 7,446 |
| Ranking Rpt. | 0 | 0 | 1,176 | 0 | 0 | 1,176 | 0 | 0 | 1,176 | 0 | 0 | 1,176 | 0 | 4,704 |
| Mailing Reports | 0 | 0 | 6,025 | 0 | 0 | 6,025 | 0 | 0 | 6,025 | 0 | 0 | 6,025 | 0 | 24,100 |
| 1096 Qtrly. Military Rpts. | 2 | 2 | 11,009 | 2 | 2 | 11,009 | 2 | 2 | 11,009 | 2 | 2 | 11,009 | 2 | 44,036 |
| U.S. Rpts. | 0 | 0 | 6,179 | 0 | 0 | 6,179 | 0 | 0 | 6,179 | 0 | 0 | 6,179 | 0 | 24,716 |
| Volume Rpts. | 0 | 0 | 2,079 | 0 | 0 | 2,079 | 0 | 0 | 2,079 | 0 | 0 | 2,079 | 0 | 8,316 |
| Custom Formats | 0 | 0 | 617 | 0 | 0 | 617 | 0 | 0 | 617 | 0 | 0 | 617 | 0 | 2,468 |
| Geo Rpts: | 0 | 0 | 2,134 | 0 | 0 | 2,134 | 0 | 0 | 2,134 | 0 | 0 | 2,134 | 0 | 8,536 |
| Army/AF Ex. Regs. | 0 | 0 | 711 | 0 | 0 | 711 | 0 | 0 | 711 | 0 | 0 | 711 | 0 | 2,844 |
| DGCA Comm. Regs. | 0 | 0 | 1,423 | 0 | 0 | 1,423 | 0 | 0 | 1,423 | 0 | 0 | 1,423 | 0 | 5,692 |
| 1196 Ann. Class of Trade Rpt. | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,625 |