



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

NEWSPAPER ESTIMATE RECAP - PNO3

PERIOD DATE 12/09/91
01/01/90 TO 12/31/90 PAGE 1

CLIENT: P.M. INC. OFFICE: 10 DESC: 703A BUCKS ROP NATIONAL
EST NO: 0006 REVISES EST DTD 11/08/91

TOTALS BY PRODUCT/TRDNG AREA /MONTH PRODUCT:
BUCKS

TRDNG AREA	PERIOD	GROSS AMOUNT	GROSS CHANGE	GROSS LESS C/D
1AO-PORTLAND ME	OCT 1990	8,091.90		8,008.82
	NOV	16,183.80		16,017.64
	DEC	6,754.13		6,669.26
	QUARTER 4	31,029.83		30,695.72
	TOTAL	31,029.83		30,695.72
1BO-MANCHESTER	OCT 1990	9,072.52		9,031.27
	NOV	18,145.02		18,062.52
	DEC	6,798.23		6,752.90
	QUARTER 4	34,015.77		33,846.69
	TOTAL	34,015.77		33,846.69
1CO-BOSTON	OCT 1990	47,413.79		46,986.45
	NOV	94,962.79		94,105.81
	DEC	35,749.68		35,177.29
	QUARTER 4	178,126.26		176,269.55
	TOTAL	178,126.26		176,269.55
1DO-WESTRN MASS	OCT 1990	11,769.77		11,704.55
	NOV	23,539.54		23,409.11
	DEC	10,971.04		10,870.31
	QUARTER 4	46,280.35		45,983.97
	TOTAL	46,280.35		45,983.97
1EO-RHODE ISLND	OCT 1990	9,319.58		9,173.42
	NOV	18,639.12		18,346.79
	DEC	6,837.24		6,721.01
	QUARTER 4	34,795.94		34,241.22
	TOTAL	34,795.94		34,241.22
1FO-HARTFORD	OCT 1990	18,156.79		18,056.70
	NOV	39,510.78		39,256.24
	DEC	17,236.33		17,128.20
	QUARTER 4	74,903.90		74,441.14
	TOTAL	74,903.90		74,441.14
1GO-ALBANY	OCT 1990	13,798.11		13,672.37
	NOV	27,988.11		27,734.34
	DEC	9,828.30		9,736.89
	QUARTER 4	51,614.52		51,143.70
	TOTAL	51,614.52		51,143.70
1HO-BUFFALO	OCT 1990	14,080.84		14,003.36

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