



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

ADVERTISING

NEWSPAPER ESTIMATE RECAP - PN05

PERIOD 01/01/91 TO 12/31/91 DATE 01/15/93
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CLIENT: P.M. INC. OFFICE: 10 DESC: 704B CORPORATE
EST NO: 1981 REVISES EST DTD 11/13/92 COMMUNICATIONS ROP

TOTALS BY MRKT/S ZON /PRODUCT/MONTH

PRODUCT	PERIOD	GROSS AMOUNT	GROSS CHANGE	GROSS LESS C/D
10-MARLBORO	MAY 1991	2,917.00		2,907.81
	QUARTER 2	2,917.00		2,907.81
	DEC	2,917.00		2,907.81
	QUARTER 4	2,917.00		2,907.81
	TOTAL	5,834.00		5,815.62
10-MAR MEDIUMS	AUG 1991	2,917.00		2,907.81
	QUARTER 3	2,917.00		2,907.81
	OCT	2,917.00		2,907.81
	QUARTER 4	2,917.00		2,907.81
	TOTAL	5,834.00		5,815.62
GRAND TOTAL	MAY 1991	2,917.00		2,907.81
	QUARTER 2	2,917.00		2,907.81
	AUG	2,917.00		2,907.81
	QUARTER 3	2,917.00		2,907.81
	OCT	2,917.00		2,907.81
	DEC	2,917.00		2,907.81
	QUARTER 4	5,834.00		5,815.62
	TOTAL	11,668.00		11,631.24

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