

## OUTDOOR CIGARETTE ACTIVITY COMPARISON FOR DEC 1987

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

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PHILIP MORRIS R.J.REYNOLDS

<----PAINT----->		POSTING	TOTAL	MKT	<----PAINT----->	POSTING	TOTAL	MKT
UNITS	COST	COST	%	UNITS	COST	COST	%	INX

1CO-BOSTON BOSTON, MA	PERMANENT BACK LITE	17	88692 88692	48520	137212 2.7	29	108097 96428	39327 12669
NEW BEDFORD/FALL RIVER PERMANENT		1	1388 1388	2696	4084 0.1	1	1404 2564	3968 0.1
***T/A TOTAL			90080	51216	141296		109501 41891	151392

1DO-SPRINGFIELD SPRINGFIELD, MA	PERMANENT	4	10315 10315	5699	16014 0.3	3	4390 4390	0 0.1
1EO-PROVIDENCE PROVIDENCE, RI	PERMANENT BACK LITE	5	14714 11718	11639 2996	26353 0.5	7	18184 18184	9413 27597

1FO-HARTFORD HART/NEW B/BRISTOL	PERMANENT BACK LITE	2	2345 2345	24406	26751 0.5	6	19388 11150	7385 8238
NH/WI/WATERBURY/MERIDAN PERMANENT BACK LITE		1	4117 3790	7907 10238	18145 0.4	1	3847 3847	7450 11297
***T/A TOTAL			10252	34644	44896		23235 14835	38070

1GO-ALBANY ALBANY/SCHEN/TROY	PERMANENT BACK LITE	4	8670 8670	9742	18412 0.4	5	12576 9824	6030 2752
1HO-BUFFALO BUFFALO,NY	PERMANENT BACK LITE	7	9411 9411	8975	18386 0.4	1	2752 2752	9993 12745