



LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

Estimate of Art & Production Cost
Print Advertisements and Outdoor
PHILIP MORRIS INC.

Estimate No. TPR1085-33/733A

Date June 4, 1983

Media Print

Budget Year 1983

Job Number 79525

Client No. _____

Brand Merit

Starting Date: April 1983

Space Page Color s/c AdNo. 1565

Heading Player Talk

Publications Time size publications

ART (including photography, drawings,
lettering, retouching, keyline, etc.)..... \$ 1,875.00

PRODUCTION

Composition..... \$ 650.00

Engraving 14,500.00

Duplicate Plates _____

Photostats _____

Misc _____

ART and PRODUCTION SUBTOTAL \$ 16,875.00

Agency Commission 2,546.00

Packing/Shipping 300.00

Taxes _____

TOTAL \$ 19,821.00

Approved [Signature] Date [Signature]
(Client)

Remarks:

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