



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

NEWSPAPER ESTIMATE RECAP - PN05

PERIOD 01/01/96 TO 12/31/96 DATE 11/08/96  
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CLIENT: P.M. INC. OFFICE: 10  
EST NO: 6004 REVISES EST DTD 09/13/96  
DESC: 703A MILITARY NEWSPAPERS

TOTALS BY MRKT/S ZON /PRODUCT/MONTH

MRKT/S:ZON

5KQ-HAWAII

PRODUCT	PERIOD	EST AMT AMOUNT	EST AMT CHANGE	EST AMT LESS C/D
10-MARLBORO	FEB 1996	2,108.37		2,108.37
	QUARTER 1	2,108.37		2,108.37
	MAY	3,635.48		3,635.48
	JUN	2,108.37		2,108.37
	QUARTER 2	5,743.85		5,743.85
	JUL	2,108.37		2,108.37
	AUG	2,108.37		2,108.37
	SEP	1,527.12	581.25-	1,527.12
	QUARTER 3	5,743.86	581.25-	5,743.86
	OCT	2,108.36	2,108.36	2,108.36
	QUARTER 4	2,108.36	2,108.36	2,108.36
	TOTAL	15,704.44	1,527.11	15,704.44

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