



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

MAGAZINE ESTIMATE RECAP - PM01(0)

PERIOD DATE 07/09/92  
01/01/92 TO 12/31/92 PAGE 1

CLIENT: P.M. INC. OFFICE: 10  
EST NO: 2815 REVISES EST DTD 05/08/92  
DESC: 701A MARLBORO SPECIAL  
PROMOTIONS FOOTBALL

TOTALS BY PRODUCT/MONTH

ON SALE DATE

PRODUCT	PERIOD	ESTIMATE AMOUNT	ESTIMATE CHANGE	ESTIMATE LESS C/D
12-BEN&HED 100S	SEP 1992	.00	106,150.00-	.00
10-MARLBORO	JUL 1992	10,500.00	10,500.00	10,321.50
	SEP	146,436.00		143,946.59
	QUARTER 3	156,936.00	10,500.00	154,268.09
	TOTAL	156,936.00	10,500.00	154,268.09
GRAND TOTAL	JUL 1992	10,500.00	10,500.00	10,321.50
	SEP	146,436.00	106,150.00-	143,946.59
	QUARTER 3	156,936.00	95,650.00-	154,268.09
	TOTAL	156,936.00	95,650.00-	154,268.09

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