



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

NEWSPAPER ESTIMATE RECAP - PNO5

PERIOD DATE 07/12/96
01/01/96 TO 12/31/96 PAGE 1

CLIENT: P.M. INC. OFFICE: 10
EST NO: 6004 REVISES EST DTD 06/14/96 DESC: 703A MILITARY NEWSPAPERS

TOTALS BY MRKT/S ZON /PRODUCT/MONTH
MRKT/S:ZON
3JO-OMAHA

PRODUCT	PERIOD	EST AMT AMOUNT	EST AMT CHANGE	EST AMT LESS C/D
10-NARLBORO	FEB 1996	988.12		988.12
	QUARTER 1	988.12		988.12
	MAY	1,628.64		1,628.64
	JUN	988.12		988.12
	QUARTER 2	2,616.76		2,616.76
	JUL	988.12		988.12
	AUG	988.12		988.12
	SEP	988.12		988.12
	QUARTER 3	2,964.36		2,964.36
	TOTAL	6,569.24		6,569.24

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