



LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

ADVERTISING

PRUDENTIAL PLAZA • CHICAGO, ILLINOIS 60601 • 312-565-5959

SPACE ORDER NO. 10PM-GAMED -06 MAGAZINE To the publisher of:

Date 04/27/88 PAGE 1 GAME DAY

Advertiser PHILIP MORRIS INC ED ADAMS

NATIONAL SALES MANAGER

Contract Year 09/01/88 THRU 08/31/89 NATIONAL FOOTBALL LEAGUE

Discount Level 410 PARK AVENUE

Less agency commission 15.00% on gross NEW YORK

NY 10022

Cash discount 0.00% on net

NO CASH DISCNT

MAIL INVOICE TO: Accounting Department-Section

DATE	SPACE/COLOR/BLEED	PRODUCT	NOTES	COST
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CONTRACT COMMENT: GAMEDAY NATIONAL FOOTBALL  
LEAGUE PROGRAM.

PLEASE SIGN AND RETURN THE ATTACHED DUPLICATE

THIS SPACE ORDER IS SUBJECT TO ALL CONDITIONS HEREON AND THE AAAA  
CONDITIONS COPYRIGHT.

1973

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RATES, INCLUDING DISCOUNTS, ETC., ARE IN CONFORMITY WITH ANY GOVERN-  
MENTALLY IMPOSED PRICE RULES OR REGULATIONS IN EFFECT DURING THE TERM  
OF THIS SPACE ORDER. REFUNDS WILL BE MADE OF ANY PRICES CHARGED WHICH  
ARE IN EXCESS OF THE ALLOWABLE RATE, ETC.

LEO BURNETT U.S.A. PER \_\_\_\_\_  
FILE

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DATE	SPACE/COLOR/BLEED	PRODUCT	NOTES	COST
SEP 88	BACK COVER 4/COLOR BLEED POS/ED: 1988 SEASON	10-MARLBORO		105,234.00
SEP 88	PAGE 4/COLOR BLEED POS/ED: 1988 SEASON	27-MERIT		77,474.00

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