

EXHIBIT "A"

This breakout represents actual expenditures for 1988 and projections for 1989.

PHILIP MORRIS U.S.A.ETHNIC MEDIABLACK

	<u>EXPENDITURES</u>	
	<u>1988</u>	<u>1989 PROJECTION</u>
<u>MAGAZINES</u>		
EBONY	\$ 960,902	\$ 662,223
ESSENCE	598,670	455,566
JET	503,633	383,823
BLACK ENTERPRISE	266,443	158,716
CRISIS	56,725	-
POSITIVE	2,175	-
EBONY MAN	-	77,520
BLACK ELEGANCE	-	61,170
TOTAL	\$2,388,548	\$1,799,558
<u>SUPPLEMENTS</u>		
DAWN	\$ 247,828	(1)
NATIONAL BLACK MONITOR	150,104	
	\$ 397,932	
<u>NEWSPAPERS</u>	\$2,591,062	
(SEE ATTACHED LIST)		
GRAND TOTAL	\$5,377,542	

(1) - 9901C

(1) TO BE DETERMINED BY CORPORATE.

4/3/89

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