

CLIENT: PM  
REQUESTED BY: DASS  
BRAND : ALL  
DAYPART: ALL

Out Here Rev I

LEO BURNETT CO, CHICAGO  
AUGUST 31, 2000  
09:18AM  
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PAGE 1

PHILIP MORRIS INC  
CURRENT ANNOUNCEMENT SCHEDULE  
AUG ALLOCATIONS  
08/28/00 THRU 09/24/00

DATE	VENDOR	PROGRAM NAME	DAY	START/STOP	BILLING BRAND	LNTH /TYPE	R T	TRPS/30E TWEENS
WEEK OF 08/28								
08/28	BLAK	BET AFTERNOON ROTA	MON	02:00P-05:00P	00-YSP TWEEN	030 0	G	.18
08/28	BLAK	BET FRINGE ROTATOR	MON	05:00P-08:00P	00-YSP TWEEN	030 A	E	.29
08/28	FAM	FIX FAM BASEMENT	MON	03:00P-06:00P	00-YSP TWEEN	030 0	G	.53
08/28	FAM	FIX FAM BASEMENT	MON	03:00P-06:00P	00-YSP TWEEN	030 0	G	.53
08/28	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
08/28	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
08/28	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
08/28	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
08/28	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
08/28	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
08/28	WTBS	TBS EARLY FRINGE 4	MON	04:00P-07:00P	00-YSP TWEEN	030 0	G	.89
08/28	WTBS	TBS EARLY FRINGE 4	MON	04:00P-07:00P	00-YSP TWEEN	030 0	G	.89
08/28	WTBS	TBS EARLY FRINGE 4	MON	04:00P-07:00P	00-YSP TWEEN	030 0	G	.89
08/28	WTBS	TBS EARLY FRINGE 4	MON	04:00P-07:00P	00-YSP TWEEN	030 0	G	.89
08/28	CAR	TOON LATE M-SU 12A	MON	12:00A-03:00A	00-YSP TWEEN	030 0	G	.41
08/28	CAR	TOON PRIME M-SU 8P	MON	08:00P-12:00A	00-YSP TWEEN	030 0	G	.88
08/28	WARB	WAYANS BROTHERS	MON	12:01A-11:59P	00-YSP TWEEN	030 0	G	2.00
08/28	WGN	WGN TEEN M-SU 9A-8	MON	09:00A-08:00P	00-YSP TWEEN	030 0	G	.60
08/28	WGN	WGN TEEN M-SU 9A-8	MON	09:00A-08:00P	00-YSP TWEEN	030 0	G	.60
08/28	TNTS	WRLD CHAMP WRESTLI	MON	12:01A-11:59P	00-YSP TWEEN	030 0	G	11.80
09/02	BLAK	BET ALL THE WAY LI	SAT	11:00A-12:00P	00-YSP TWEEN	030 0	G	.21
09/03	MMU	MMU COMBAT ZONE SU	SUN	07:00P-08:00P	00-YSP TWEEN	030 0	G	.06
09/03	USAC	USA WWF SUN NIGHT	SUN	07:00P-08:00P	00-YSP TWEEN	030 0	G	4.50
WEEK TOTAL								
					UNITS:	23		26.33
WEEK OF 09/04								
09/04	BLAK	BET AFTERNOON ROTA	MON	02:00P-05:00P	00-YSP TWEEN	030 A	E	.18
09/04	BLAK	BET FRINGE ROTATOR	MON	05:00P-08:00P	00-YSP TWEEN	030 0	G	.28
09/04	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
09/04	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
09/04	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
09/04	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
09/04	MMU	MMU VIDEO ROT-YSP	MON	03:00P-11:00P	00-YSP TWEEN	030 0	G	.03
09/04	AFRN	NEW YORK UNDERCOVE	MON	12:01A-11:59P	00-YSP TWEEN	030 0	G	.90
09/04	WGN	WGN TEEN M-SU 9A-8	MON	09:00A-08:00P	00-YSP TWEEN	030 0	G	.58
09/06	WB	ROSWELL W	WED	09:00P-10:00P	00-YSP TWEEN	030 A	E	1.70
09/06	TNT	WITCHBLADE #6 WED	WED	10:00P-12:00A	00-YSP TWEEN	030 B	G	.00
09/07	ABC	WASTELAND	THU	09:00P-10:00P	00-YSP TWEEN	030 0	G	.90
09/10	MMU	MMU COMBAT ZONE SU	SUN	07:00P-08:00P	00-YSP TWEEN	030 0	G	.06
WEEK TOTAL								
					UNITS:	13		4.75
WEEK OF 09/11								
09/11	BLAK	BET FRINGE ROTATOR	MON	05:00P-08:00P	00-YSP TWEEN	030 A	E	.28
09/11	PRMT	SISTER SISTER II	MON	12:01A-11:59P	00-YSP TWEEN	030 0	X	.00
09/11	WTBS	TBS EARLY FRINGE 4	MON	04:00P-07:00P	00-YSP TWEEN	030 0	G	.88
WEEK TOTAL								
					UNITS:	3		1.16
BRAND TOTAL								
					UNITS:	39		32.24

UNIT TYPES: O=ORIGINAL A=ADU B=BONUS

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BRAND CPP

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