

PARLIAMENT  
1998 DIRECT MARKETING BUDGET - BASE PLAN PRELIM  
(IN '000'S)

PROJ	MTH	PG	CATEGORY	1998 (AS OF 11/10/97)			1997 2RF	1997 OB	1996 ACTUAL	1998 INCLUDING EXPANSIONS		
				BASE PLAN	100 FTB FLORIDA	CHICAGO				DEALS/CIRC	PROMO VOL	CRM
			<b>ADVERTISING</b>									
			MEDIA: PRINT									
A01			MAGAZINES	5,703		535	6,238	5,130	4,900	5,380		
A01			FS/SUPPLEMENTS	109	31		140			98		
			MEDIA: PRINT	5,812	31	535	6,378	5,130	4,900	5,479		
A01			MEDIA: OUT OF HOME	6,382		2,142	8,524	8,885	7,000	8,156		
A02			AGENCY PRODUCTION	3,500		200	3,700	3,400	3,300	3,577		
			SUBTOTAL - ADVERTISING	\$15,694	\$31	\$2,877	\$18,602	\$17,415	\$15,200	\$17,212		
			<b>EVENTS</b>									
			PARTY ZONE	3,500		200	3,700	3,310	3,210			
			SUBTOTAL - EVENTS	\$3,500	\$0	\$200	\$3,700	\$3,310	\$3,210	\$2,552		
			<b>RETAIL PROMOTIONS</b>									
			PRICE					805	560	3,426		
			<b>PRODUCT</b>									
MAY	3		B2G1F W/ CONTEST	1,607	103		1,710			821,040	49,262	\$34.71
MAY	3-B		B1G1F - CHICAGO			310	310			135,210	5,408	\$57.32
JUL	3-C		METRO: B2G1F	545		115	660			358,380	21,503	\$30.69
SEPT	4		B2G1F	1,214		191	1,405			935,640	56,138	\$25.03
				\$3,366	\$103	\$616	\$4,085	\$4,321	\$3,210	\$3,080	132,312	\$30.87
			<b>INCENTIVE</b>									
JAN	5		2 PKS W/ PLAYING CARDS	815			815			520,480	20,819	\$39.15
				\$815	\$0	\$0	\$815	\$1,720	\$1,825	\$2,118	20,819	\$39.15
			SUBTOTAL RETAIL	\$4,181	\$103	\$616	\$4,900	\$6,846	\$5,595	\$8,623	153,131	\$32.00
			<b>COUPONING</b>									
			CATALINA	1,900			1,900	\$275	\$210		39,653	\$47.92
AUG	7		FS	488	137		625				41,724	\$14.98
			SUBTOTAL COUPONING	\$2,388	\$137	\$0	\$2,525	\$275	\$210	\$892	81,377	\$31.03
			<b>DIRECT MARKETING</b>									
JAN	8		DEFENSIVE #1	465			465	470	406	200,000	13,536	\$34.35
APR	9		DEFENSIVE #2 W/ BB	765			765	620	926	200,000	51,659	\$14.81
JUL	10		DEFENSIVE #3 W/ BB	725			725	406	406	200,000	46,539	\$15.58
OCT	11		DEFENSIVE #4 W/ CONTEST	465			465	680	926	200,000	12,459	\$37.32
MAR	12		OFFENSIVE #1 W/ BB	375			375	340	300	150,000	6,860	\$54.66
JUN	13		OFFENSIVE #2	335		65	400			180,000	4,392	\$91.07
OCT	14		OFFENSIVE #3 W/ CONTEST	445		65	510			180,000	4,392	\$116.12
SEP	15		OFFENSIVE PPZ/YAS	295			295	31	320	139,000	3,308	\$89.17
MAR			MULTICORP D-MAIL	335			335	335	400		14,153	\$23.67
JUN			MULTICORP D-MAIL	400			400	400	400		16,899	\$23.67
SEPT			MULTICORP D-MAIL	400			400	400	400		16,899	\$23.67
NOV			MULTICORP D-MAIL	400			400	400	400		16,899	\$23.67
			BURNETT-DATABASE	250	350		250	250	250			
			SUBTOTAL DIRECT MAIL	\$5,655	\$0	\$130	\$5,785	\$4,332	\$5,135	\$6,158	207,997	\$27.81
			<b>ARTWORK/POS</b>									
			POS-FL MERCHDSG DRIVE					245	50			
			TEMP POS-MULTIBRAND	200			200	200	200			
			PERMANENT POS-MULTIBRAND	400			400	400	400			
			SUBTOTAL ARTWORK/POS	\$600	\$0	\$0	\$600	\$845	\$650	\$1,647		
			<b>OTHER</b>									
			TRADE - ROAD/RATIS/SALES MTG					441				
			100S FTB RC - PACKAGE DESIGN									
			POS & DISTRIBUTION DRIVE	664	376	668	1,708					
			RESEARCH									
			PACKAGING - EMBOSING	45			45					
			DESTROYED GOODS									
			SUBTOTAL OTHER	\$709	\$376	\$668	\$1,753	\$441	\$0	\$442		
			FAV/(UNFAV)	173	(47)	(89)	37	11	0			
			<b>TOTAL BRAND PROGRAMS:</b>	<u>\$32,900</u>	<u>\$600</u>	<u>\$4,402</u>	<u>\$37,902</u>	<u>\$33,475</u>	<u>\$30,000</u>	<u>\$37,526</u>	<u>442,505</u>	<u>\$85.65</u>
				\$32,900	\$600	\$4,400	\$37,900	\$33,475				
				\$0	\$0	(\$2)	(\$2)	\$0				

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PARLIAMENT  
1996 DIRECT MARKETING BUDGET - BASE PLAN PRELIM  
SOURCES & USES AS OF 12/15/97  
(IN 000'S)

*Jan Sam's*

PROJ	MOS	PG	CATEGORY	SOURCES/USES				NOTES
				BASE PLAN	100 FTB FLORIDA	CHICAGO	TOTAL	
			PRIOR SOURCE/(USE)	\$158	(\$47)	(\$89)	\$20	11/10/97.
			<b>ADVERTISING</b>					
A01			MEDIA: PRINT				-	
A01			MAGAZINES				-	
			FBI/SUPPLEMENTS				-	
			MEDIA: PRINT				-	
A01			MEDIA: OUT OF HOME				-	
A02			AGENCY PRODUCTION				-	
			SUBTOTAL - ADVERTISING	\$0	\$0	\$0	\$0	
			<b>EVENTS</b>					
			PARTY ZONE				-	
			SUBTOTAL - EVENTS	\$0	\$0	\$0	\$0	
			<b>RETAIL PROMOTIONS</b>					
			PRICE				-	
			<b>PRODUCT</b>					
MAY	3		B2G1F W/BB & SWEEPS				-	
MAY	3-B		B1G1F - CHICAGO				-	
JUL	3-C		METRO: B2G1F	(545)		(115)	(660)	
SEPT	4		B2G1F	(\$545)	\$0	(\$115)	(\$660)	
			<b>INCENTIVE</b>					
JAN	5		2 PKS W/ PLAYING CARDS				-	
JUL			METRO: 2 PKS W/NCNTV	562		113	675	
				\$562	\$0	\$113	\$675	
			SUBTOTAL RETAIL	\$17	\$0	(\$2)	\$15	
			<b>COUPONING</b>					
			CATALINA				-	
AUG	7		FBI				-	
			SUBTOTAL COUPONING	\$0	\$0	\$0	\$0	
			<b>DIRECT MARKETING</b>					
JAN	8		DEFENSIVE #1				-	
APR	9		DEFENSIVE #2 W/ BB				-	
JUL	10		DEFENSIVE #3 W/ BB				-	
OCT	11		DEFENSIVE #4 W/CONTEST				-	
MAR	12		OFFENSIVE #1 w/ BB				-	
JUN	13		OFFENSIVE #2				-	
OCT	14		OFFENSIVE #3 W/CONTEST				-	
SEP	15		OFFENSIVE PPZ/YAS				-	
MAR			MULTICORP D-MAIL				-	
JUN			MULTICORP D-MAIL				-	
SEPT			MULTICORP D-MAIL				-	
NOV			MULTICORP D-MAIL				-	
			BURNETT-DATABASE				-	
			SUBTOTAL DIRECT MAIL	\$0	\$0	\$0	\$0	
			<b>ARTWORK/POS</b>					
			POS- FL MERCHDSG DRIVE				-	
			TEMP POS-MULTIBRAND				-	
			PERMANENT POS-MULTIBRAND				-	
			SUBTOTAL ARTWORK/POS	\$0	\$0	\$0	\$0	
			<b>OTHER</b>					
			TRADE - RDA/GRATIS/SALES MTG				-	
			100S FTB RC - PACKAGE DESIGN				-	
			POS & DISTRIBUTION DRIVE				-	
			RESEARCH				-	
			PACKAGING - EMBOSSED				-	
			DESTROYED GOODS				-	
			SUBTOTAL OTHER	\$0	\$0	\$0	\$0	
			FAV/(UNFAV)	0	0	0	0	
			NET SOURCES/(USES)	\$173	(\$47)	(\$91)	\$35	

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PARLIAMENT 1998  
B2G1F (50/50 KINGS/100S FTB) - W/ CONTEST  
MAY  
PROJ CODE:

3

DESCRIPTION	VENDOR	QTY	PO#	POS#	UNIT COST	TOTAL	100S FTB-FLORIDA	COMMENTS
B2G1F		821,040			\$ 1.29	\$1,059,142	\$ 94,138	
070 PRODUCT		821,040	\$0.42	\$344,837				
070 SHPG & FIXED COST		821,040	\$0.04	32,842				
085 STATE TAXES		821,040	\$0.49	402,310				
079 SLEEVES/MATERIALS		821,040	\$0.07	57,473				
079 HOLOGRAM FOR 1 PACK		821,040	\$0.17	139,577				
073 PRECON		821,040	\$0.10	82,104				
		821,040	\$1.29	\$1,059,142				
079 PACK OUTSERT		821,040			\$ 0.11	\$90,314	\$8,027	PIECE & LABOR
970 HOLOGRAM DESIGN	MARINELLI					\$50,000		
156 DAD \$3/KIT		27,368			\$ 3.00	\$82,104		
	RETAILERS	KITS	DEALS	BKUP	TOTAL DEALS			
FLORIDA	4,865	4,865	20	10	145,950			
REGION 1	22,503	22,503	20	10	675,090			
		27,368			821,040			
<b>DISPLAY</b>								
288 20 DEAL GRAVITY FEED DISPLAY		27,368			\$ 4.60	\$125,893		\$259,628
288 FILM/SEPS						\$12,000		
288 DIES						\$4,000		
288 PARL POSTER		27,368			\$ 1.10	\$30,105		
288 FILM/SEPS						\$3,200		
288 PARL DANGLE		27,368			\$ 0.60	\$16,421		
288 FILM/SEPS						\$4,300		
288 DIES						\$400		
288 CARRIER CASE		27,368			\$ 2.20	\$60,210		
288 DIES						\$2,050		
288 PLATES						\$1,050		
288 SELL CARD	MADDEN					\$5,000		
203 SELL CARD A&K	TPN					\$6,000		
202 AGENCY ARTWORK	Y&R					\$45,000		
<b>CONTEST (SEE ALSO DIR MAIL MARCH DEFENSIVE #2)</b>								
472 PRIZES						\$50,000		
203 CONCEPT DEVLPT	MKTG VISIONS					\$15,000		
203 CONCEPT DEVLPT	CARLSEN, DRADDY & ASSOC					\$15,000		
202 CONCEPT DEVLPT	Y&R					\$15,000		
202 KEYING						\$15,000		\$110,000

	TOTAL	FLA 100S FTB	W/O FLA FTB EXPN
TOTAL PROGRAM COSTS	\$1,707,188	\$102,165	\$1,605,023
PROGRAM BUDGET	\$1,710,000	\$103,000	\$1,607,000
070 FAV/(UNFAV)	\$2,812	\$835	\$1,977
FREE UNITS	821,040	20	16,420,800
REVENUE UNITS	821,040	40	32,841,600
TOTAL UNITS MOVED	49,262,400	4,378,500	44,883,900
CPM	\$ 34.71	\$ 23.52	

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PARLIAMENT 1998  
B1G1F (2/3 BLUE; 1/3 GREEN) - CHICAGO  
MAY  
PROJ CODE:

3-B

DESCRIPTION	VENDOR	QTY	PO#	POS#	UNIT COST	TOTAL	COMMENTS
B1G1F		135,210			\$ 1.29	\$174,421	
PRODUCT		135,210	\$ 0.42	\$56,788			
SHPG & FIXED COST		135,210	\$ 0.04	5,408			
STATE TAXES		135,210	\$ 0.49	66,253			
SLEEVES/MATERIALS		135,210	\$ 0.07	9,465			
HOLOGRAM FOR 1 PACK		135,210	\$ 0.17	22,986			
PRECON		135,210	\$ 0.10	13,521			
		135,210	\$ 1.29	\$174,421			
DAD \$4/KIT		4,507			\$ 4.00	\$18,028	
	RETAILERS	KITS	DEALS	BKUP	TOTAL DEALS		
CHICAGO	4,507	4,507	20	10	135,210		
		4,507			135,210		
DISPLAY							
20 DEAL GRAVITY FEED	MADDEN	4,507			\$ 6.70	\$30,197	\$64,431
FILM/SEPS	MADDEN					\$11,485	
DIES	MADDEN					\$4,360	
POSTER	MADDEN	4,507			\$ 1.23	\$5,544	
FILM/SEPS	MADDEN					\$4,250	
DANGLER	MADDEN	4,507			\$ 1.38	\$6,220	
FILM/SEPS	MADDEN					\$1,600	
DIES	MADDEN					\$370	
WHOLESALE INSTRUCTION	MADDEN	4,507			\$ 0.09	\$406	
SELL CARD	MADDEN					\$5,000	
SELL CARD A&K	TPN					\$6,000	
AGENCY ARTWORK	Y&R					\$40,000	

					<b>TOTAL</b>
<b>TOTAL PROGRAM COSTS</b>					<b>\$307,880</b>
<b>PROGRAM BUDGET</b>					<b>\$310,000</b>
<b>FAV/(UNFAV)</b>					<b>\$2,120</b>
FREE UNITS	135,210	20			2,704,200
REVENUE UNITS	135,210	20			2,704,200
<b>TOTAL UNITS MOVED</b>					<b>5,408,400</b>
<b>CPM</b>					<b>\$ 57.32</b>

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PARLIAMENT 1998  
METRO MKTS: B2G1F  
PROJ CODE:

3-C

DESCRIPTION	VENDOR	QTY	PO#	POS#	UNIT COST	CHICAGO EXPANSION	BASE PLAN	TOTAL	COMMENTS
FREE PACK		358,380			\$1.12			\$401,386	
CHICAGO		67,600			\$1.12	\$75,712			
BASE PLAN		290,780			\$1.12		\$325,674		
PRODUCT		358,380	\$0.42	\$150,520					
SHPG & FIXED COST		358,380	\$0.04	14,335					
STATE TAXES		358,380	\$0.49	175,606					
SLEEVES/MATERIALS		358,380	\$0.07	25,087					
PRECON		358,380	\$0.10	35,838					
		358,380	\$1.12	\$401,386					
DAD \$3 PER KIT		17,919			\$3.00	\$10,140	\$43,617	\$53,757	
	RETAILERS	DEALS	BK-UP	TOT DEALS					
CHICAGO	3,380	20	0	67,600					
BASE PLAN	14,539	20	0	290,780					
	17,919			358,380					
20 DEAL GRAVITY FEED	MADDEN	17,919			\$4.60	\$15,548	\$66,879	\$82,427	\$149,321
FILM/SEPS	MADDEN						\$4,600	\$4,600	
DIES	MADDEN						\$2,900	\$2,900	
POSTER	MADDEN	17,919			\$0.21	\$710	\$3,053	\$3,763	
FILM/SEPS	MADDEN						\$3,000	\$3,000	
DANGLER	MADDEN	17,919			\$0.31	\$1,048	\$4,507	\$5,555	
FILM/SEPS	MADDEN						\$3,000	\$3,000	
DIES	MADDEN						\$490	\$490	
HANGING 1 DEAL DISPLAY	MADDEN	17,919			\$2.00	\$6,760	\$29,078	\$35,838	
FILM/SEPS	MADDEN						\$1,800	\$1,800	
DIES	MADDEN						\$410	\$410	
WHOLESALE ASSEMBLY SHEET	MADDEN	17,919			\$0.03	\$101	\$436	\$538	
SELL CARD	MADDEN						\$5,000	\$5,000	
SELL CARD A&K	TPN						\$6,000	\$6,000	
AGENCY ARTWORK	Y&R						\$40,000	\$40,000	

	CHICAGO	BASE PLAN	TOTAL
TOTAL PROGRAM COSTS	\$110,019	\$540,444	\$650,463
PROGRAM BUDGET	\$115,000	\$545,000	\$660,000
FAV/(UNFAV)	\$4,981	\$4,556	\$9,537
FREE UNITS	358,380	20	1,352,000
REVENUE UNITS	358,380	40	2,704,000
UNITS MOVED - DEALS			4,056,000
CPM	\$28.35	\$0.00	\$30.69

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PARLIAMENT 1998  
B2G1F W/ BB TBD  
SEPTEMBER  
PROJ CODE:

4

DESCRIPTION	VENDOR	QTY	PO#	POS#	UNIT COST	CHICAGO EXPANSION	TOTAL	COMMENTS
B2G1F		935,640			\$ 1.12	\$151,424	\$1,047,917	
FREE PRODUCT		935,640	\$ 0.42	\$392,969				
SHPG & FIXED COST		935,640	\$ 0.04	37,426				
STATE TAXES		935,640	\$ 0.49	458,464				
SLEEVES/MATERIALS		935,640	\$ 0.07	65,495				
PRECON		935,640	\$ 0.10	93,564				
		935,640	\$ 1.12	\$1,047,917				
DAD \$3/KIT		27,324			\$ 3.00	\$10,140	\$81,972	
	RETAILERS	KITS	DEALS		TOTAL DEALS			
FLORIDA	3,322	3,322	30		99,660			
REGION 1	20,622	20,622	20		412,440			
REGION 1 - BACK-UP	14,417		20		288,340			
CHICAGO	3,380	3,380	40		135,200			
		27,324			935,640			
<b>DISPLAY</b>								
20 DEAL GRAVITY FEED DISPLAY		27,324			\$ 4.60	\$15,548	\$125,690	\$218,886
FILM/SEPS							\$12,000	
DIES							\$4,000	
PARL POSTER		27,324			\$ 1.10	\$3,718	\$30,056	
FILM/SEPS							\$3,200	
PARL Dangler		27,324			\$ 0.60	\$2,028	\$16,394	
FILM/SEPS							\$4,300	
DIES							\$400	
CARRIER CASE		6,702			\$ 2.20	\$7,436	\$14,744	
DIES							\$2,050	
PLATES							\$1,050	
SELL CARD	MADDEN						\$5,000	
SELL CARD A&K	TPN						\$6,000	
AGENCY ARTWORK	Y&R						\$45,000	
MATCHES W CADDY					\$ 0.03	\$0	\$0	CANCELLED AS OF 10/6/97
<b>BOUNCEBACK</b>								BB CANCELLED ON 9/4
INCENTIVE ITEM - TBD 30 UPCS					\$ -		\$0	
PROCESSING & FULFILLMENT					\$ -		\$0	
INCHCAPE TESTING							\$0	

	CHICAGO	TOTAL	W/O CHICAGO
TOTAL PROGRAM COSTS	\$190,294	\$1,389,774	\$1,209,480
PROGRAM BUDGET	\$191,000	\$1,405,000	\$1,214,000
FAV/(UNFAV)	\$706	\$5,226	\$4,520
FREE UNITS	935,640	20	135,200
REVENUE UNITS	935,640	40	135,200
BOUNCEBACK UNITS	0	0	0
TOTAL UNITS MOVED	8,112,000	56,138,400	48,026,400
CPM	\$ 23.55	\$ 25.03	\$ 25.28

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PARLIAMENT 1998  
2PKS W/ PLAYING CARDS  
JANUARY  
PROJ CODE:

5

DESCRIPTION	VENDOR	QTY	PO#	POS#	UNIT COST	REDMP	TOTAL COST	COMMENTS
2PKS - # DEALS		520,480						
W/ HOLOGRAM PLAYING CARDS		537,200	Y16104		\$0.70		\$376,040	PRE-PAID 193160 B160 14 0000
PACKAGING	MADDEN	520,480	N86949		\$0.14		\$75,028	PRE-PAID 193160 B160 14 0000
ASSEMBLY	MADDEN		N87034				\$52,048	PRE-PAID 193160 B160 14 0000
PRESS PROOFS							\$8,400	
								PLYG CD PRE-PO 193160 B160140000
DAD \$3 PER KIT.		26,024			\$3.00		\$78,072	
	RETAILERS	KITS	DEALS & BKUPS		TOTAL DEALS			
FLORIDA (100% BLUE)	4,022	4,022	20		80,440			
REGION 1 (75% BLUE/25% GREEN)	22,002	22,002	20		440,040			
REGION 1 - BACK-UP (75/25%)								
		26,024			520,480			
AGENCY ARTWORK	Y&R						\$45,000	
- EXPENSED DURING 1997							(\$45,000)	
<b>DISPLAY</b>								
10 DEAL GRAVITY FEED DISPLAY		26,024			\$4.70		\$122,313	\$214,597
FILM/SEPS							\$17,325	
DIES							\$3,825	
PARL POSTER		26,024			\$0.15		\$3,904	
FILM/SEPS							\$1,905	
PARL Dangler		26,024			\$0.24		\$6,116	
FILM/SEPS							\$1,860	
DIES							\$350	
WHOLESALE ASSEMBLY SHEET	MADDEN	26,024			\$0.03		\$781	
1 DEAL DISPLAY		26,024			\$1.85		\$48,144	
FILM/SEPS							\$2,225	
DIES							\$850	
SELL CARD	MADDEN						\$5,000	
SELL CARD A&K	TPN						\$6,000	
MATCH BOOKS W/ CADDY		2,602,400	Y15687		\$0.03		\$0	MATCHES TO BE USED IN NOV 97
(50 MATCHES PER CADDY, 2 CADDIES PER KIT)								PROGRAM

TOTAL PROGRAM COSTS  
PROGRAM BUDGET  
FAV/(UNFAV)

\$810,185  
\$815,000  
\$4,815

UNITS MOVED  
CPM

520,480 40

20,819,200  
\$39.15

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PARLIAMENT 1998  
METRO MKTS: JULY 2 PACKS W/ INCENTIVE  
PROJ CODE:

6

DESCRIPTION	VENDOR	QTY	PO#	PQS#	UNIT COST	CHICAGO EXPANSION	TOTAL	COMMENTS
2 PACKS WITH INCENTIVE	DEALS:	358,380 358,380			\$1.00	\$67,600	\$358,380	
INCHCAPE TESTING							\$6,000	
<b>PACKAGING</b>	MADDEN	358,380			\$0.35	\$23,835	\$126,361	
BLUE PACKAGING	1	0	\$0.00	\$0				
PAPER/LINE (LBS)	2	0	\$0.00	\$0				
FILM/SEPS	3	0	\$0.00	\$0				
GREEN PACKAGING	4	0	\$0.00	\$0				
PAPER/LINE (LBS)	5	0	\$0.00	\$0				
FILM/SEPS	6	0	\$0.00	\$0				
BLUE PACKAGING	7	0	\$0.00	\$0				
ASSEMBLY OF GRN LIGHTERS	8	0	\$0.00	\$0				
VIP CARD - PKG. INSERT	9	0	\$0.00	\$0				
FILM/SEPS	10	0	\$0.00	\$0				
DIES	11	0	\$0.00	\$0				
		358,380	\$0.35	\$126,361				
DAD \$3 PER KIT		17,919			\$3.00	\$10,140	\$53,757	
+CHICAGO		3,380						
20 DEAL SET SELL	MADDEN	17,919			\$2.52	\$8,518	\$45,156	\$80,691
FILM/SEPS	MADDEN						\$4,600	
DIES	MADDEN						\$2,900	
POSTER	MADDEN	17,919			\$0.21	\$710	\$3,763	
FILM/SEPS	MADDEN						\$3,000	
DANGLER	MADDEN	17,919			\$0.31	\$1,048	\$5,555	
FILM/SEPS	MADDEN						\$3,000	
DIES	MADDEN						\$490	
STARBURST	MADDEN	17,919			\$0.25	\$845	\$4,480	
FILM/SEPS	MADDEN						\$1,800	
DIES	MADDEN						\$410	
WHOLESALE ASSEMBLY SHEET	MADDEN	17,919			\$0.03	\$101	\$538	
SELL CARD	MADDEN						\$5,000	
SELL CARD A&K	TPN						\$6,000	
MATCH BOOKS W/ CADDY (50 MATCHES PER CADDY, 25,920 CADDIES)		0			\$0.03	\$0	\$0	
AGENCY ARTWORK	Y&R						\$40,000	

	CHICAGO	TOTAL	W/O CHICAGO
TOTAL PROGRAM COSTS	\$112,797	\$671,189	\$558,393
PROGRAM BUDGET	\$113,000	\$675,000	\$562,000
FAV/(UNFAV)	\$203	\$3,811	\$3,607
UNITS MOVED - DEALS	358,380	40	67,600
CPM		2,704,000	14,335,200
		\$41.79	\$47.09
			\$48.32

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PARLIAMENT 1998  
FSI - 100S FTB  
MAY  
PROJ CODE:

7

DESCRIPTION	CRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS
AGENCY				\$40,000	
REGION 1 - \$2.00 OFF 4 PACKS/CTN	14,000,000	1.5%	\$ 2.12	\$445,200	31,920,000
FLORIDA - \$2.00 OFF 4 PACKS/CTN	4,300,000	1.5%	\$ 2.12	\$136,740	9,804,000

	FLA	REG 1	TOTAL
TOTAL PROGRAM COSTS	\$136,740	\$485,200	\$621,940
PROGRAM BUDGET	\$137,000	\$488,000	\$625,000
FAV/(UNFAV)	\$260	\$2,800	\$3,060
UNITS MOVED	9,804,000	31,920,000	41,724,000
CPM	\$13.97	\$15.29	\$14.98

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PARLIAMENT 1998  
DEFENSIVE #1 COUPON  
JANUARY  
PROJ CODE:

8

DESCRIPTION	UPC	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
PRODUCTION & POSTAGE		213,305		\$1.47	\$313,000	
			ACCRL RATE XXX			
\$1 OFF CTN PARL ACTIVE RESP	DEC 1-5	86,435	47%	\$1.12	45,499	8,124,890
\$1 OFF 4 PK/CTN PARL ACTV RESP	DEC 6-10	8,342	47%	\$1.12	4,391	595,952
\$1 OFF 4 PK/CTN COMP RESP		64,996	30%	\$1.12	21,839	2,963,818
\$1 OFF 4 PK/CTN COMP TEST		10,000	20%	\$1.12	2,240	304,000
\$1 OFF 4 PK/CTN COMP TEST		10,000	20%	\$1.12	2,240	304,000
\$2 OFF 2 PK/CTN PARL NEWLY SWITCHD		31,800	25%	\$2.12	16,854	1,081,200
\$1 OFF 1 PK REACTIVATE LAST CHANCE		11,732	15%	\$1.12	1,971	35,196
		213,305			\$95,034	13,409,056
SURVEY PROCESSING - 10%		20,000			\$30,000	
SURVEY POSTAGE - 10%		20,000			\$10,000	

TOTAL PROGRAM COSTS  
PROGRAM BUDGET  
FAV/(UNFAV)

\$448,034  
\$465,000  
\$16,966

UNITS MOVED  
CPM

13,409,056  
\$34.68

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PARLIAMENT 1998  
DEFENSIVE #2 W/ BB  
APRIL  
PROJ CODE:

9

DESCRIPTION	UPC	CRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
PRODUCTION & POSTAGE		200,000		\$1.57	\$313,000	
<u>ACCRUAL AS OF XXX</u>						
\$1 OFF 4 PK/CTN DEF ACTIVE RESP		92,680	50%	\$1.12	51,901	7,043,680
\$1 OFF 4 PK/CTN DEF NEW SWTCHD		5,000	40%	\$1.12	2,240	304,000
\$1 OFF 4 PK/CTN DEF NONCOMPRES		29,247	40%	\$1.12	13,103	1,778,218
\$1 OFF 4 PK/CTN DEF COMP RESP		6,535	40%	\$1.12	2,928	397,328
\$1 OFF 4 PK/CTN DEF MODEL CELL		9,829	40%	\$1.12	4,403	597,603
\$1 OFF 4 PK/CTN DEF MODEL CELL		9,678	35%	\$1.12	3,794	514,870
\$2 OFF 2 PK/CTN DEF NEW SWTCHD		28,247	40%	\$2.12	23,953	1,717,418
\$1 OFF 1 PK DEF LAST CHANCE		26,590	20%	\$1.12	5,956	106,360
		207,806			\$108,278	12,459,476
<u>BOUNCEBACK</u>						
TBD - 150 UPC		12,000		\$20.00	\$240,000	34,080,000
TBD - 40 UPC		8,000		\$5.00	\$40,000	5,120,000
FULFILLMENT					\$20,000	39,200,000
SURVEY POSTAGE		20,000			\$10,000	
SURVEY PROCESSING		20,000			\$30,000	

TOTAL PROGRAM COSTS  
PROGRAM BUDGET  
FAV/(UNFAV)  
  
COUPON  
BOUNCEBACK  
UNITS MOVED  
CPM

\$761,278  
\$765,000  
\$3,722  
  
12,459,476  
39,200,000  
51,659,476  
\$14.81

2071445320

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PARLIAMENT 1998  
DEFENSIVE #3 W/ BB  
JULY  
PROJ CODE:

10

DESCRIPTION	UPC	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
PRODUCTION & POSTAGE		200,000		\$1.57	\$313,000	
\$1 OFF 4 PK/CTN DEF ACTIVE RESP		92,680	50%	\$1.12	51,901	7,043,680 #
\$1 OFF 4 PK/CTN DEF NEW SWITCHD		5,000	40%	\$1.12	2,240	304,000 #
\$1 OFF 4 PK/CTN DEF NONCOMPRES		29,247	40%	\$1.12	13,103	1,778,218 #
\$1 OFF 4 PK/CTN DEF COMP RESP		6,535	40%	\$1.12	2,928	397,328 #
\$1 OFF 4 PK/CTN DEF MODEL CELL		9,829	40%	\$1.12	4,403	597,603 #
\$1 OFF 4 PK/CTN DEF MODEL CELL		9,678	35%	\$1.12	3,794	514,870 #
\$2 OFF 2 PK/CTN DEF NEW SWITCHD		28,247	40%	\$2.12	23,953	1,717,418 #
\$1 OFF 1 PK DEF LAST CHANCE		26,590	20%	\$1.12	5,956	106,360 #
		207,806			\$108,278	12,459,476
<b>BOUNCEBACK</b>						
TBD - 150 UPC		12,000		\$20.00	\$240,000	34,080,000
FULFILLMENT					\$20,000	
SURVEY POSTAGE		20,000			\$10,000	
SURVEY PROCESSING		20,000			\$30,000	

TOTAL PROGRAM COSTS  
PROGRAM BUDGET  
FAV/(UNFAV)

\$721,278  
\$725,000  
\$3,722

COUPON  
BOUNCEBACK  
UNITS MOVED  
CPM

12,459,476  
34,080,000  
46,539,476  
\$15.58

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PARLIAMENT 1998  
DEFENSIVE #4  
OCTOBER  
PROJ CODE:

11

DESCRIPTION	CRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
PRODUCTION & POSTAGE	200,000		\$1.57	\$313,000	
<u>ACCRUAL AS OF X/XX</u>					
\$1 OFF 4 PK/CTN DEF ACTIVE RESP	92,680	50%	\$1.12	51,901	7,043,680
\$1 OFF 4 PK/CTN DEF NEW SWITCHD	5,000	40%	\$1.12	2,240	304,000
\$1 OFF 4 PK/CTN DEF NONCOMPRES	29,247	40%	\$1.12	13,103	1,778,218
\$1 OFF 4 PK/CTN DEF COMP RESP	6,535	40%	\$1.12	2,928	397,328
\$1 OFF 4 PK/CTN DEF MODEL CELL	9,829	40%	\$1.12	4,403	597,603
\$1 OFF 4 PK/CTN DEF MODEL CELL	9,678	35%	\$1.12	3,794	514,870
\$2 OFF 2 PK/CTN DEF NEW SWITCHD	28,247	40%	\$2.12	23,953	1,717,418
\$1 OFF 1 PK DEF LAST CHANCE	26,590	20%	\$1.12	5,956	106,360
	207,806			\$108,278	12,459,476
SURVEY POSTAGE	20,000			\$10,000	
SURVEY PROCESSING	20,000			\$30,000	

TOTAL PROGRAM COSTS  
PROGRAM BUDGET  
FAV/(UNFAV)

\$461,278  
\$465,000  
\$3,722

UNITS MOVED  
CPM

12,459,476  
\$37.32

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PARLIAMENT 1998  
OFFENSIVE #1  
MARCH  
PROJ CODE:

12

DESCRIPTION	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
139,000 PIECES	150,000		\$1.55	\$232,000	
\$1.00 OFF 1 PACKS	150,000	20%	\$1.12	\$33,600	600,000
\$2.00 OFF 2 PACKS/CTN	150,000	15%	\$2.12	\$47,700	3,060,000
					3,660,000
<b>BOUNCEBACK</b>					
TBD -35 UPCS	5,000		\$5.00	\$25,000	3,200,000
FULFILLMENT				\$10,000	
INCHCAPE				\$5,000	
SURVEY POSTAGE	10,000			\$5,000	
SURVEY PROCESSING	10,000			\$15,000	
<b>TOTAL PROGRAM COSTS</b>				<b>373,300</b>	
<b>PROGRAM BUDGET</b>				<b>375,000</b>	
<b>FAV/(UNFAV)</b>				<b>1,700</b>	
COUPON				3,660,000	
BOUNCEBACK				3,200,000	
<b>UNITS MOVED</b>				<b>6,860,000</b>	
<b>CPM</b>				<b>\$54.66</b>	

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PARLIAMENT 1998  
OFFENSIVE #2  
JUNE  
PROJ CODE:

13

DESCRIPTION	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS
PRODUCTION & POSTAGE	150,000		\$1.55	\$233,000	
CHICAGO	30,000		\$1.55	\$46,600	
\$1.00 OFF 1 PACKS	150,000	20%	\$1.12	\$33,600	600,000
\$2.00 OFF 2 PACKS/CTN	150,000	15%	\$2.12	\$47,700	3,060,000
<u>CHICAGO</u>					
\$1.00 OFF 1 PACKS	30,000	20%	\$1.12	\$6,720	120,000
\$2.00 OFF 2 PACKS/CTN	30,000	15%	\$2.12	\$9,540	612,000
SURVEY POSTAGE	10,000			\$5,000	
SURVEY PROCESSING	10,000			\$15,000	

	CHICAGO		W/O CHICAGO
TOTAL PROGRAM COSTS	\$62,860	397,160	\$334,300
PROGRAM BUDGET	\$65,000	400,000	\$335,000
FAV/(UNFAV)	\$2,140	2,840	\$700
UNITS MOVED	732,000	4,392,000	3,660,000
CPM	\$88.80	\$91.07	\$91.53

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PARLIAMENT 1998  
OFFENSIVE #3 W/ CONTEST  
OCTOBER  
PROJ CODE:

14

DESCRIPTION	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS
PRODUCTION & POSTAGE	150,000		\$ 1.55	\$233,000	
CHICAGO	30,000		\$ 1.55	\$46,600	
\$1.00 OFF 1 PACKS	150,000	20%	\$ 1.12	\$33,600	600,000
\$2.00 OFF 2 PACKS/CTN	150,000	15%	\$ 2.12	\$47,700	3,060,000
CHICAGO					
\$1.00 OFF 1 PACKS	30,000	20%	\$ 1.12	\$6,720	120,000
\$2.00 OFF 2 PACKS/CTN	30,000	15%	\$ 2.12	\$9,540	612,000
CONTEST					
PRIZE, MGT				\$65,000	
KEYING				\$35,000	
CONCEPT DEVLPMT				\$10,000	
SURVEY POSTAGE	10,000			\$5,000	
SURVEY PROCESSING	10,000			\$15,000	

	CHICAGO		W/O CHICAGO
TOTAL PROGRAM COSTS	\$ 62,860	507,160	\$ 444,300
PROGRAM BUDGET	\$ 65,000	510,000	\$ 445,000
FAV/(UNFAV)	\$ 2,140	2,840	\$ 700
UNITS MOVED	732,000	4,392,000	3,660,000
CPM	\$ 88.80	\$ 116.12	\$ 121.58

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PARLIAMENT 1998  
OFFENSIVE PARLIAMENT PARTYZONE YAS MAILING  
SEPTEMBER  
PROJ CODE:

15

DESCRIPTION	CIRC	EST. REDMP	UNIT COST	TOTAL COST	UNITS MOVED
139,000 PIECES	139,000		\$ 1.68	\$233,000	
\$1.00 OFF 1 PK	139,000	17%	\$ 1.12	\$26,466	472,600
\$1.50 OFF 2 PKS/CTN	139,000	15%	\$ 1.62	\$33,777	2,835,600

TOTAL PROGRAM COSTS  
PROGRAM BUDGET  
FAV/(UNFAV)

\$293,243  
\$295,000  
\$1,757

UNITS MOVED  
CPM

3,308,200  
\$ 89.17

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