

**1996 BENSON HEDGES COMMUNITY INVOLVEMENT (FESTIVALS)  
AFRICAN-AMERICAN ADVERTISING EVENT SCHEDULE**

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT*	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLOSE DATE
Indianapolis, IN	42 Indianapolis Recorder	ROP	BS	Weekly	50m	4x11	\$15.65	2	657.30	\$1,314.60	6/24, 7/1	6/26, 7/3	14-Jun
INDIANA BLK EXPO	42 Chicago Citizen Grp.	ROP	tab	Weekly	43m	4x11	\$60.28	1	2,531.76	\$2,531.76	24-Jun	26-Jun	14-Jun
12-Jul	42 Chicago Daily Defender	ROP	tab	Daily	35m	4x	\$18.12	1	761.04	\$761.04	1-Jul	3-Jul	14-Jun
	42 Michigan Chronicle	ROP	tab	Weekly	38m	4x	\$29.02	1	1,218.84	\$1,218.84	24-Jun	26-Jun	14-Jun
	42 Frost Illustrated	ROP	tab	Weekly	6.5m	4x10.5	\$14.50	1	609.00	\$609.00	24-Jun	26-Jun	14-Jun
<b>Ordered</b>	42 Indiana Herald	ROP	BS	Weekly	18m	4x10.5	\$19.32	1	811.44	\$811.44	1-Jul	3-Jul	14-Jun
	42 Chicago/Gary Crusader	ROP	tab	Weekly	76m	4x10.5	\$34.40	1	1,444.80	\$1,444.80	1-Jul	3-Jul	28-Jun
	42 Michigan Citizen	ROP	tab	Weekly	35m	4x10.5	\$19.02	1	798.84	\$798.84	1-Jul	3-Jul	28-Jun
<b>6/17 insertions run at wrong size.</b>	129 Indianapolis Recorder	ROP	BS	Weekly	50m	6*21.5	\$15.65	1	2,018.85	\$2,018.85	17-Jun	19-Jun	14-Jun
	70 Chicago Citizen Grp.	ROP	tab	Weekly	43m	5*14	\$60.28	1	4,219.60	\$4,219.60	17-Jun	19-Jun	14-Jun
	70 Chicago Daily Defender	ROP	tab	Daily	35m	5*14	\$18.12	1	1,268.40	\$1,268.40	17-Jun	19-Jun	14-Jun
	70 Michigan Chronicle	ROP	tab	Weekly	38m	5*14	\$29.02	1	2,031.40	\$2,031.40	17-Jun	19-Jun	14-Jun
<b>Ordered</b>	70 Frost Illustrated	ROP	tab	B	6.5m	5*14	\$14.50	1	1,015.00	\$1,015.00	17-Jun	19-Jun	14-Jun
	70 Indiana Herald	ROP	BS	Weekly	18m	5*14	\$18.76	1	1,313.20	\$1,313.20	17-Jun	19-Jun	14-Jun

MARKET TOTAL: \$21,356.77

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT*	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLOSE DATE
St. Louis, MO	126 St. Louis American	ROP	BS	Weekly	31.6m	6x21	\$28.62	1	3,606.12	\$3,606.12	5-Aug	7-Aug	2-Sep
MISSOURI BLK EXPO	126 St. Louis Sentinel	ROP	BS	Weekly	19.5m	6x21	\$18.04	2	2,273.04	\$4,546.08	7/15, 29	7/17, 31	12-Jul
16-Aug	70 Limelight	ROP	Tab	Monthly	15m	5x14	\$28.00	1	2,000.00	\$2,000.00	1-Aug	5-Aug	12-Jul
<b>Ordered</b>	63 St. Louis American	ROP	BS	Weekly	31.6m	6x10.5	\$28.62	3	1,803.06	\$5,409.18	7/15, 22, 29	7/17, 24, 31	12-Jul
	63 St. Louis Sentinel	ROP	BS	Weekly	19.5m	6x10.5	\$18.04	2	1,136.52	\$2,273.04	7/22, 8/5	7/24, 8/7	19-Jul

MARKET TOTAL \$17,834.42

PLAN TOTAL \$39,191.19

\* ROP Unit Sizes are in Column and Inches Format.  
Plan As Of 7/22/96

LESS 2% DISCOUNT \$38,524.94

**FINAL**

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