

OCTOBER, 1984

2040700628

PHILIP MORRIS U.S.A.
COMPETITIVE SPANISH MAGAZINE SPENDING
RANKED BY COMPANY
OCTOBER, 1984

<u>CIGARETTE COMPANY</u>	<u>OCTOBER, 1984</u>	<u>YEAR TO DATE TOTALS</u>
1. Philip Morris U.S.A.	\$ 78,177.65	\$ 664,606.40
2. R.J. Reynolds	33,032.50	347,990.35
3. P. Lorillard	<u>-</u>	<u>25,402.00</u>
TOTAL	\$111,210.15	\$1,037,998.75

2040700629

MAGAZINE: Activa

TOTAL PAGES: 84

ISSUE: October 10, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE Ad (B/W)</u>	<u>COST</u>
Marlboro	81		Second Cover 4/Color Bleed		\$277.00
		Salem Lights/Lights 100's	Back Cover 4/Color Bleed		299.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$576.00

Note: Costs taken from Leo Burnett contract.

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MAGAZINE: Activa

TOTAL PAGES: 84

ISSUE: October 24, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol			Back Cover 4/Color Bleed		\$299.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$299.00

Note: Cost taken from Leo Burnett contract.

2040700631

MAGAZINE: Buenhogar

TOTAL PAGES: 100

ISSUE: October 8, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro/Marlboro 100's			Back Cover 4/Color Bleed		\$1,135.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$1,135.00

2040700632

MAGAZINE: Buenhogar

TOTAL PAGES: 148

ISSUE: October 22, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Benson & Hedges 100's Deluxe Ultra Lights/ Menthol	144		Second Cover & Page 1-4/Color Bleed		\$1,305.00
		Salem Lights/Lights 100's	Back Cover 4/Color Bleed		785.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$2,090.00

2040700633

MAGAZINE: Caminos

TOTAL PAGES: 56

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol	53		Second Cover 4/Color Bleed	Ed.	\$1,000.00
Marlboro/Marlboro 100's			Back Cover 4/Color Bleed		1,100.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$2,100.00

2040700634

MAGAZINE: Cosmopolitan En Espanol

TOTAL PAGES: 100

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro (Page 17)	82		Page 4/C Bleed	Ed.	\$1,125.00
Players Kings/100's/ Menthol			Back Cover 4/Color Bleed		1,520.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$2,645.00

2040700635

MAGAZINE: Futbol

TOTAL PAGES: 52

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro			Back Cover 4/Color Bleed		\$990.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$990.00

2040700636

MAGAZINE: Geo Mundo

TOTAL PAGES: 100

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's Menthol	6		Second Cover 4/Color Bleed	Ed.	\$605.00
Marlboro (Page 9)	90		Page 4/Color Bleed	Ed.	484.00
		Winston King Size	Back Cover 4/Color Bleed		654.00

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$1,743.00

Note: Costs taken from Leo Burnett contract.

2040700637

MAGAZINE: Guantes

TOTAL PAGES: 66

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro			Back Cover 4/Color Bleed		\$1,140.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$1,140.00

2040700638

MAGAZINE: Harper's Bazaar

TOTAL PAGES: 92

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	6		Second Cover 4/Color Bleed	Ad (B/W)	\$221.00
		Salem Lights/Lights 100's (Page 9)	Page 4/Color Bleed		177.00
Players Kings/100's/ Menthol	82		Back Cover 4/Color Bleed		239.00

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$637.00

Note: Costs taken from Leo Burnett contract.

2040700639

MAGAZINE: Hispanic Business

TOTAL PAGES: 40

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
	37	Winston King Size	Second Cover 4/Color Bleed		\$2,805.00
Marlboro/Marlboro 100's			Back Cover 4/Color Bleed		3,080.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$5,885.00

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MAGAZINE: Hispanic Review of Business

TOTAL PAGES: 50

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol	47		Second Cover 4/Color Bleed	Ad (B/W)	\$7,040.00
Marlboro/Marlboro 100's			Back Cover 4/Color Bleed		7,590.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$14,630.00

2040700641

MAGAZINE: Hombre De Mundo

TOTAL PAGES: 84

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	81		Second Cover 4/Color Bleed	Ad (B/W)	\$495.00
		Winston King Size	Back Cover 4/Color Bleed		535.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$1,030.00

Note: Costs taken from Leo Burnett contract.

2040700642

MAGAZINE: Ideas Para Su Hogar

TOTAL PAGES: 84

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	8		Second Cover 4/Color Bleed	Ad (B/W)	\$249.00
Benson & Hedges 100's Deluxe Ultra Lights/ Menthol (Pg. 11)	72		Page 4/Color Bleed	Ad (B/W)	199.00
		Salem Lights/Lights 100's	Back Cover 4/Color Bleed		269.00

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$717.00

Note: Costs taken from Leo Burnett contract.

2040700643

MAGAZINE: Intimidades

TOTAL PAGES: 66

ISSUE: October 1, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro			Back Cover 4/Color Bleed		\$314.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$314.00

Note: Cost taken from Leo Burnett contract.

2040700644

MAGAZINE: Intimidades

TOTAL PAGES: 66

ISSUE: October 15, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol			Third Cover 4/Color Bleed	Ed. & Ad (B/W)	\$291.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$291.00

Note: Cost taken from Leo Burnett contract.

2040700645

MAGAZINE: Intimidades

TOTAL PAGES: 66

ISSUE: October 29, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	63		Second Cover 4/Color Bleed	Ad (B/W)	\$314.00
		Salem/Salem 100's	Back Cover 4/Color Bleed		314.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$628.00

Note: Costs taken from Leo Burnett contract.

2040700646

MAGAZINE: Latin, N.Y.

TOTAL PAGES: -

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro			Page 4/Color Bleed		\$1,800.00
Players Kings/100's/ Menthol			Page 4/Color Bleed		1,800.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$3,600.00

2040700647

MAGAZINE: Low Rider

TOTAL PAGES: 64

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
		Winston King Size (Page 7)	Page 4/Color Bleed		\$1,668.00
	17	Salem Lights/Lights 100's (Page 23)	Page 4/Color Bleed		1,668.00
Marlboro/Lights/100's (Page 41) (Marlboro Line Rider Jacket Offer)	7		Page 4/Color Bleed	Ad (B/W)	1,668.00
	14	Camel Filters (Page 49)	Page 4/Color Bleed		1,668.00
Players Kings/100's/ Menthol			Back Cover 4/Color Bleed		2,122.00

TOTAL CIGARETTE ADS: 5

TOTAL COST: \$8,794.00

2040700648

MAGAZINE: Mecanica Popular

TOTAL PAGES: 100

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol	6		Second Cover 4/Color Bleed	Ad (B/W)	\$495.00
Marlboro (Page 9)	90		Page 4/Color Bleed	Ad (B/W)	396.00
		Winston King Size	Back Cover 4/Color Bleed		535.00

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$1,426.00

Note: Costs taken from Leo Burnett contract.

2040700649

MAGAZINE: Miami Mensual

TOTAL PAGES: 90

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	32		Second Cover 4/Color Bleed	Ad (B/W)	\$2,190.00
Benson & Hedges 100's Deluxe Ultra Lights/Menthol (Page 33)	15		Page 4/Color Bleed	Ed. & Ad (4/C)	1,880.00
		Salem/Salem 100's (Page 49)	Page 4/Color Bleed		1,880.00

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$5,950.00

2040700650

MAGAZINE: Mr. Te Ve

TOTAL PAGES: 100

ISSUE: October 7, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Benson & Hedges 100's Deluxe Ultra Lights/Menthol	97		Second Cover 4/Color Bleed	Ed.	\$ 925.10
		Winston King Size	Back Cover 4/Color Bleed		1,009.20

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$1,934.30

2040700651

MAGAZINE: Mr. Te Ve

TOTAL PAGES: 100

ISSUE: October 14, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
	96	Salem/Salem 100's	Second Cover 4/Color Bleed		\$925.10
Marlboro			Third Cover 4/Color Bleed	Ad (2/C)	925.10

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$1,850.20

2040700652

MAGAZINE: Mr. Te Ve

TOTAL PAGES: 100

ISSUE: October 21, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
	97	Winston King Size	Second Cover 4/Color Bleed		\$ 925.10
Marlboro			Back Cover 4/Color Bleed		1,009.20

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$1,934.30

2040700653

MAGAZINE: Mr. Te Ve

TOTAL PAGES: 100

ISSUE: October 28, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
		Salem Lights/Lights 100's	Second Cover 4/Color Bleed		\$925.10

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$925.10

2040700654

MAGAZINE: Nuestro

TOTAL PAGES: 66

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro/Marlboro 100's	43		Second Cover 4/Color Bleed	Ad (B/W)	\$8,690.00
Benson & Hedges 100's Deluxe Ultra Lights/ Menthol (Page 44)	21		Page 4/Color Bleed	Ed.	7,920.00
		Salem Lights/Lights 100's	Back Cover 4/Color Bleed		9,240.00

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$25,850.00

2040700655

MAGAZINE: The Ring En Espanol

TOTAL PAGES: 68

ISSUE: October, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	65		Second Cover 4/Color Bleed	Ed.	\$ 990.00
		Winston King Size	Back Cover 4/Color Bleed		\$1,069.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$2,059.00

Note: Costs taken from Leo Burnett contract.

2040700656

MAGAZINE: Temas

TOTAL PAGES: 64

ISSUE: October 30, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
	60	Winston King Size (Page 9)	Page 4/Color Bleed		\$2,645.00
Marlboro			Third Cover 4/Color Bleed	Ed.	2,794.50
Players Kings/100's/ Menthol			Back Cover 4/Color Bleed		3,133.75

TOTAL CIGARETTE ADS: 3

TOTAL COST: \$8,573.25

2040700657

MAGAZINE: TV y Novelas

TOTAL PAGES: 66

ISSUE: October 3, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Benson & Hedges 100's Deluxe Ultra Lights/Menthol			Back Cover 4/Color Bleed		\$1,257.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$1,257.00

Note: Cost taken from Leo Burnett contract.

2040700658

MAGAZINE: TV y Novelas

TOTAL PAGES: 70

ISSUE: October 17, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	67		Second Cover 4/Color Bleed	Ad (B/W)	\$1,163.00
		Salem Lights/Lights 100's	Back Cover 4/Color Bleed		1,257.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$2,420.00

Note: Costs taken from Leo Burnett contract.

2040700659

MAGAZINE: TV y Novelas

TOTAL PAGES: 66

ISSUE: October 31, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol			Back Cover 4/Color Bleed		\$1,257.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$1,257.00

Note: Cost taken from Leo Burnett contract.

2040700660

MAGAZINE: Vanidades Continental

TOTAL PAGES: 116

ISSUE: October 1, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro			Back Cover 4/Color Bleed		\$1,780.00

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$1,780.00

2040700661

MAGAZINE: Vanidades Continental

TOTAL PAGES: 116

ISSUE: October 15, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Players Kings/100's/ Menthol (Pg. 11)			Page 4/Color Bleed	Ed.	\$1,320.00

VANIDADES SUPPLEMENT - TOTAL PAGES 36
NO CIGARETTE ADS

TOTAL CIGARETTE ADS: 1

TOTAL COST: \$1,320.00

2040700662

MAGAZINE: Vanidades Continental

TOTAL PAGES: 116

ISSUE: October 29, 1984

<u>PHILIP MORRIS ADS</u>	<u>MIN. SEP.</u>	<u>COMPETITIVE ADS</u>	<u>SIZE/COLOR</u>	<u>OPPOSITE</u>	<u>COST</u>
Marlboro	113		Second Cover 4/Color Bleed	Ad (B/W)	\$1,650.00
		Salem Lights/Lights 100's	Back Cover 4/Color Bleed		1,780.00

TOTAL CIGARETTE ADS: 2

TOTAL COST: \$3,430.00

2040700663