

COMPARISON of 1959 and 1960 PAINT BUDGETS

MEDIA

	<u>1959</u>	<u>1960</u>
Magazines, including Preparation Costs	\$402,407	\$367,000
Television " " "	137,160	220,000
Trade Papers " " "	23,300	21,550
Media Totals	<u>\$562,867</u>	<u>\$608,550</u>

Increase of 1960 over 1959 is \$45,683 or 8%

	<u>1959</u>	<u>1960</u>
Dealer Advertising, Promotional and Point of Sale Material	\$617,000	\$675,000

Increase of 1960 over 1959 is \$58,000 or 9.5%

Recap of Above

	<u>1959</u>	<u>1960</u>
Company Advertising in Media	\$562,867	\$608,550
Advertising through dealers	617,000	675,000
Totals	<u>\$1,179,867</u>	<u>\$1,283,550</u>

Increase of 1960 over 1959 is \$103,683 or 9%

	<u>1959</u>	<u>1960</u>
Magazine Insertions	16	10
Television Markets	4	18

	<u>1959</u>	<u>1960</u>
Cooperative Advertising	\$230,000	\$250,000
Classified Directory Listings	52,000	55,000
Booklets and Printed Matter	70,000	75,000
Color Cards	150,000	175,000
Dealer Magazine	25,000	20,000
Trade Shows	10,000	10,000
Window & Store Displays	35,000	40,000
Store Signs & Decals	45,000	50,000
	<u>\$617,000</u>	<u>\$675,000</u>

NOTE: Figures on Administrative Costs and Contractual Agreements have been omitted since there is no change over 1959.