

Wm. C. [Signature]

John E. Comstock [Signature]

BUDGET COMPARISON SUMMARY

Consumer Advertising "Dutch Boy" Paints

	1964 Approved Budget	1965 Recommended Budget
National Advertising	\$461,000	\$438,000
Regional Advertising	59,000 <i>Net Em</i>	222,000 <i>Random Sample After Home Survey</i>
Local Advertising	308,000	335,000
TOTAL	\$828,000	\$995,000

1963 0000
3,900,000
1,500,000
1,817,000
284,000
1,245,000
2,245,000
3,900,000

Wm. C. [Signature]
Wm. C. [Signature]
Wm. C. [Signature]
Wm. C. [Signature]
Wm. C. [Signature]

Approved but no money yet until final budget + check on for approval
Sept. 30, 1964

1965

RECOMMENDED BUDGET

Consumer Advertising "Dutch Boy" Paints

Publication	Space	Insertions	Total Circulation	Total Cost
Reader's Digest (Nat'l)	1 pg.-4/C	3	42,750,000	\$167,000
Reader's Digest (Regional)	1 pg.-4/C	3	24,500,000	110,000
Better Homes (Nat'l)	1 pg.-4/C	3	18,600,000	105,000
Better Homes (Regional)	1 pg.-4/C	3	10,000,000	75,000
American Home	1 pg.-4/C	3	9,750,000	60,000
House & Garden	1 pg.-4/C	3	3,300,000	32,000
House Beautiful	1 pg.-4/C	3	2,900,000	25,000
Sunset (West Coast)	1 pg.-4/C	6	4,000,000	37,000
Popular Science	1 pg.-4/C	3	3,900,000	16,000
Popular Mechanics	1 pg.-4/C	3	3,700,000	16,000
Mechanix Illustrated	1 pg.-4/C	3	3,600,000	14,000
Family Handyman	1 pg.-2/C	3	900,000	3,000

Life (Top 12 markets)	{ 1 pg.-4/C 1/2 pg.-B&W 24 sheet	6	(27,000,000)	185,000
Outdoor (Mkts. 13 thru 100)		3	- - -	150,000

TOTALS		48	127,900,000	\$995,000
				+116,000
				+167,000

1964

APPROVED BUDGET

Consumer Advertising "Dutch Boy" Paints

<u>Publication</u>	<u>Space</u>	<u>Insertions</u>	<u>Total Circulation</u>	<u>Total Cost</u>
Look	1 pg.-4/C	5	37,500,000	\$251,000
Saturday Evening Post (Nat'l)	1 pg.-4/C	1	6,500,000	43,000
Saturday Evening Post (Regional)	1 pg.-4/C	3	9,000,000	59,000
Better Homes	1 pg.-4/C	4	18,000,000	138,000
Mechanix Illustrated	1 pg.-2/C	3	3,600,000	10,000
Popular Mechanics	1 pg.-2/C	3	3,700,000	13,000
Family Handyman	1 pg.-2/C	3	400,000	2,000
Extension	1 pg.-2/C	3	1,200,000	4,000
Local Newspapers (48 mkts.)	1/4 pg.-B&W	6	---	274,000
Outdoor (26 mkts.)	24 sheet	3	---	34,000
TOTALS		34	79,900,000	\$828,000

9/9/64 R. W. Unwin, Jr.

NL 000039968