

NATIONAL LEAD COMPANY

111 BROADWAY
NEW YORK 6, N. Y.

December 23, 1958

Mr. T. Howard Sarina
Advertising Department

Notice of Approval of Application

By Executive Committee, at meeting held: December 23, 1958

Amount Approved: \$110,840.12

Date of Application: November 28, 1958

Subject: Advertising Budget for M-30 Protective
Coatings for 1959.

Location: -

C. & R. Number: -

Comptroller's directions as to accounting charge: -

Remarks: -

/s/ J. B. Henrich

Secretary

cc: Messrs. J. A. Martino
D. A. Henson
J. J. Horman, Jr.
H. Uss

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MARSCHALK AND PRATT
DIVISION OF MCCANN-ERICKSON, INC.
460 PARK AVENUE, NEW YORK 22, N. Y.

MEDIA ESTIMATE

CLIENT:

NATIONAL LEAD COMPANY
(PIGMENT SALES) M-50 PROTECTIVE COATINGS
BUSINESS PUBLICATIONS
1959

DATE: November 28, 1958
Estimate #422,
423 & 424

<u>Campaign</u>	<u>Space Cost</u>	<u>RECAPITULATION</u>		
		<u>Preliminary</u>	<u>Estimated Preparation Cost</u>	<u>Total Cost</u>
Paint Manufacturers	\$ 8,564.00	\$16,253.14		\$ 24,817.14
Highway	27,180.00	14,533.77		41,713.77
Petroleum Industry	19,118.00	23,599.39		42,717.39
	<u>\$54,982.00</u>	<u>\$54,386.30</u>		<u>\$109,248.30</u>
		Less Cash Discount	980.18	

Total Cost

\$108,340.12

25.00

110,540.12

APPROVED BY:
EXECUTIVE COMMITTEE

DEC 23 1958

THIS ESTIMATE IS SUBJECT TO THE FOLLOWING CONDITIONS:

1. The agency quoted the official cost, but since many vendors reserve the right to increase rates due to overhauling, of future production costs, we cannot guarantee rates for the full period covered by this estimate.

2. Should the advertiser fail to use the full amount of space, broadcast time, services or materials covered by this estimate and/or any contract made in the advertiser's behalf, he shall pay such higher rate as may apply to the amount of advertising actually used. Conversely he shall be given the benefit of any lower rate which may be secured.

3. Where applicable, a portion of the amount of space or time provided to the advertiser shall be held in reserve for the advertiser's use.

N 26104.01

NL 000039788

MARSCHALK AND PRAIT
DIVISION OF MACFARLINERICKSON, INC.
460 PARK AVENUE, NEW YORK 22, N. Y.

CLIENT:

NATIONAL LEAD COMPANY
(PIGMENT SALES) M-50 PROTECTIVE COATINGS
PAINT MANUFACTURERS CAMPAIGN
1959

DATE: November 28, 1958
Estimate #422

MEDIA ESTIMATE

Publication	Circulation	Space	Rate	Rate Card	Times	Total Cost	Rate Basis	Cash Discount
American Paint Journal	4,055	1 Pg. B&I Std. Color	\$137.00	10/1/57	52	\$7,124.00	52 Pgs + \$30. for color *	\$121.11
Official Digest	6,034	1 Pg. B&I Std. Color	120.00	1/1/56	12	1,440.00	18 Pgs + \$35. for color	--
	<u>10,089</u>					<u>\$8,564.00</u>		<u>\$121.11</u>

Less Cash Discount 121.11

Total Space Cost \$8,442.89

*In combination with Titanium Division

Preliminary preparation cost included on Recapitulation sheet

THIS ESTIMATE IS SUBJECT TO THE FOLLOWING CONDITIONS

1. This estimate is based on the information furnished by the client and is not to be used as a contract. The client agrees to pay the amount of the estimate within the time specified and to hold the advertiser harmless for any loss or damage resulting from the use of the advertisement.

2. Should the advertiser fail to use the full amount of space, broadcast time, services or materials covered by this estimate and/or any contract made in the advertiser's behalf, he shall pay with further rate, as may apply to the amount of advertisement actually used. (Contractor will be held for the benefit of any balance which may be due.)

3. Should the advertiser fail to use the full amount of space, broadcast time, services or materials covered by this estimate and/or any contract made in the advertiser's behalf, he shall pay with further rate, as may apply to the amount of advertisement actually used. (Contractor will be held for the benefit of any balance which may be due.)

NL 000039789

N 26104.02

MARSCHALK AND PRATT
DIVISION OF MCCANN-ERICKSON, INC.
440 PARK AVENUE, NEW YORK 22, N. Y.

MEDIA ESTIMATE

CLIENT:

NATIONAL LEAD COMPANY
(PIGMENT SALES) M-50 PROTECTIVE COATINGS
PETROLEUM INDUSTRY CAMPAIGN
1959

DATE: November 28, 1958
Estimate #423

Publication	Circulation	Space	Rate	Rate Card	Times	Total Cost	Rate Basis	Cash Discount
Oil & Gas Journal	40,183	2 Page Insert	\$ 945.00	10/1/56	3	\$ 6,030.00	52 Pgs (Comb. Baroid Div) + \$125. Handling charge	\$102.51
		2 Page Insert	1,065.00	7/1/59	3		52 Pgs (Comb. Baroid Div) + \$125. Handling charge	
Petroleum Reginer	21,911	2 Page Insert	780.00	7/1/57	3	4,890.00	12 Pgs + \$50. Handling charge	83.13
		2 Page Insert	850.00	7/1/59	3		12 Pgs + \$50. Handling charge	
Petroleum Week	43,162	2 Page Insert	1,221.50	1/58	2	8,198.00	26x (Comb. Baroid Div) + \$241.50* Tip-in	139.37
		2 Page Insert	1,438.75	4/3/59	4		26x (Comb. Baroid Div) + \$258.75* Tip-in	
				Space Cost		\$19,118.00		\$325.01
				Less Cash Discount		325.01		
				Total Space Cost		\$18,792.99		

*Agency Commission added to Tip-in charge

THIS ESTIMATE IS SUBJECT TO PRELIMINARY COPY PREPARATION cost included on recapitulation sheet.

1. The rates quoted are current rates, but since many vendors reserve the right to increase rates due to uncertainties of future production costs, we cannot guarantee rates for the full period covered by this estimate.

2. Materials covered by this estimate and/or any contract made in the advertiser's behalf, he shall pay such higher rate as may apply to the amount of advertising actually used. Conversely he shall be given the benefit of any lower rate which may be secured.

3. Where cash discounts are specified, they will be extended to the client provided payment is made within the period of time noted therein.

NL 000039790

N 26104.03

MARSCHALK AND PRATT
DIVISION OF McCANN-ERICKSON, INC.
460 PARK AVENUE, NEW YORK 22, N. Y.

CLIENT: NATIONAL LEAD COMPANY
(PIGMENT SALES) M-50 PROTECTIVE COATINGS
HIGHWAY CAMPAIGN
1959

DATE November 28, 1958
Estimate #424

MEDIA ESTIMATE

Publication	Circulation	Space	Rate	Rate Card	Times	Total Cost	Rate Basis	Cash Discount
Engineering News-Record	79,746	2 Page Insert	\$1,970.00	1/2/58	6	\$11,820.00	13x	\$200.94
American City	28,592	2 Page Insert	1,080.00	10/58	6	6,480.00	12x	110.16
Roads & Streets	38,206	2 Page Insert	1,480.00	7/15/57	6	8,880.00	12 Pgs.	150.96
	<u>146,544</u>			Space Cost		<u>\$27,180.00</u>		<u>\$462.06</u>
				Less Cash Discount		462.06		
				Total Space Cost		<u>\$26,717.94</u>		

Preliminary Preparation cost included on Recapitulation sheet

THIS ESTIMATE IS SUBJECT TO THE FOLLOWING CONDITIONS:

1. The rates quoted are current rates, but since many vendors reserve the right to increase rates due to uncertainties of future production costs, we cannot guarantee rates for the full period covered by this estimate.

2. Should the advertiser fail to use the full amount of space, broadcast time, services or materials covered by this estimate and/or any contract made in the advertiser's behalf, he shall pay such higher rate as may apply to the amount of advertising actually used. Conversely he shall be given the benefit of any lower rate which may be secured.

3. Where cash discounts are specified, they will be extended to the client provided they are paid within the period of time set forth in the contract.

N 26104.04

NL 000039791