

*John
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John E. Co.

BUDGET COMPARISON SUMMARY

Consumer Advertising "Dutch Boy" Paints

	<u>1964</u> <u>Approved Budget</u>	<u>1965</u> <u>Recommended Budget</u>
National Advertising	\$461,000	\$438,000
Regional Advertising	59,000 <i>first time</i>	222,000 <i>Reader Brite Sun</i>
Local Advertising	<u>308,000</u>	<u>335,000</u>
TOTAL	<u>\$828,000</u>	<u>\$995,000</u>

1961
De Post
Gladwin
Wm. L.
P. P. G.
SW.
1,378,000
1963
3,900,000
1,500,000
817,000
1,284,000
2,245,000
Extension?

*Approved but no money
yet until final budget
comes in for approval
Oct 1964*

1965

RECOMMENDED BUDGET

Consumer Advertising "Dutch Boy" Paints

<u>Publication</u>	<u>Space</u>	<u>Insertions</u>	<u>Total Circulation</u>
Reader's Digest (Nat'l)	1 pg.-4/C	3	42,750,00
Reader's Digest (Regional)	1 pg.-4/C	3	24,500,00
Better Homes (Nat'l)	1 pg.-4/C	3	18,600,00
Better Homes (Regional)	1 pg.-4/C	3	10,000,00
American Home	1 pg.-4/C	3	9,750,00
House & Garden	1 pg.-4/C	3	3,300,00
House Beautiful	1 pg.-4/C	3	2,900,00
Sunset (West Coast)	1 pg.-4/C	6	4,000,00
Popular Science	1 pg.-4/C	3	3,900,00
Popular Mechanics	1 pg.-4/C	3	3,700,00
Mechanix Illustrated	1 pg.-4/C	3	3,600,00
Family Handyman	1 pg.-2/C	3	900,00

Life (Top 12 markets)	{ 1 pg.-4/C	6	(77,250,00
Outdoor (Mkts. 13 thru 100)	{ 1/2 pg.-B&W 24 sheet	3	- - -
TOTALS		48	127,900,00

1964
APPROVED BUDGET

Consumer Advertising "Dutch Boy" Paints

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