

**SNAKEEATER III - HIS LAW  
MARKETING BUDGET**

Conception: Alain Thomas - Gets bills from accounting		\$3,500.00	
Jan Mark		1,000.00	
Philippe Bosse		<u>500.00</u>	
		\$5,000.00	
Mille Litho - roughly \$275.00 per page-2 color seps.		550.00	
2,000 flyers 275 + 200 per 1000 flyers & separation		<u>675.00</u>	
		\$6,225.00	Telefilm
<b>Hollywood Reporter: AFM Daily</b>			
1 Page Color March 2/92	4,405.00)	\$5,175.00	
1/4 Page Black and White March 3/92	770.00)		
<b>Variety: International Weekly</b>			
One Page Color Non-Bleed Feb.10	5,450.00) Telefilm		
One Page Color (AFM) Feb. 24	4,905.00)	12,305.00	
One Page Color Make Good in February 17th	1,950.00) Telefilm		
<b>Variety: AFM Daily</b>			
1 Page Color March 2/92	4,775.00)		
1/4 Page Black and White March 3/92	810.00)	5,585.00	
<b>Screen International: AFM Preview</b>			
One Page Color Feb. 17th	3,000.00 Telefilm	<u>3,000.00</u>	
		\$ 37,290.00	

621-6855

### Snake III Marketing Budget

Conception	Alain Thomas. get his bills from account	3,500.00?
	Jan	1,000.00?
	Philippe Bosse his bill is in	500.00

5000.00

Mill 1sbo roughly. \$275.00 per pg.	2 color ads.	550.00
2000 (lyars. 275 + 200 for 1000 typ. + separation)		<u>675.00.</u>

~~Hollywood Reporter AFM daily 2 B&W minis @~~

Hollywood Reporter AFM daily 2 B&W 1/4 pg minis @	770.00	1540.00
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Variety. 1 pg color. International Weekly.	5450.00	5450.00
<small>NON BLEED</small>		

" 1 pg color AFM Book.	4297.50	4297.50
<small>NON BLEED</small>	<del>5450.00</del>	<del>5450.00</del>

" AFM daily 2 B&W 1/4 pg minis @	810.00	1620.00
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Screen International 1 pg color AFM PREVIEW ISSUE	3925.00	3925.00
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Note: Is the AFM Book and the issue of the 24th Feb - the same thing?

Total. 23,057.50

EXTRAS 1942.50

\$25,000.00

# SNAKE EATER III.

## MARKETING BUDGET

<u>SCREEN</u> <del>INTERNATIONAL</del> INTERNATIONAL	VARIETY <span style="float: right;">3 time rate.</span>	HOLLYWOOD REPORTER
<p>1 PAGE COLOR AFM PREVIEW ISSUE 9 5/8 x 13 1/16 Hi</p> <p>COST: DEADLINE: *2 INSERTS B&amp;W AFM DAILY.</p> <p>DAILY AD SIZES 1/4 1/2 1 Pg. 3 1/2 x 5 8 1/2 x 11.</p> <p>COPY REQUIREMENTS B&amp;W 100 line screen COLOR 133 line screen</p> <p>CONTACT: STEVEN KLURFELD 212.941.3843 N.Y. FAX. 212.941.3842 AGENCY COMM 15%?</p> <p>Rate for AFM members?</p>	<p>1 PAGE COLOR - ASAP WEEKLY 5857.50. COST: 5450.00. cold cost. 5395.50 <span style="float: right;">3 time rate</span></p> <p>DEADLINE.</p> <p>1 PAGE COLOR - AFM BOOK * <span style="float: right;">50pg 76p 206.76p 252.76p</span></p> <p>COST: 5395.50 - 5857.50. 5325.00 54.50 NOW BLEED</p> <p>DEADLINE: FEB: 11.</p> <p>2 INSERTS - AFM DAILY * B&amp;W * 1/4 Pg. 810. 1/2 Pg 1470 full page 1764.00 COST: because of discount by buying color page in the book.</p> <p>DAILY AD SIZES 1/4 1/2 1 Pg. 3 1/2 x 5 7 1/2 x 10 1/2 Hi</p> <p>WEEKLY AD SIZE 1 Pg.</p> <p>AMF: contact SASHA YERCOVITCH 213.965.4407 Rate for AFM members?</p> <p>CONTACT: JOHN MALKONIAN. 212.545.5441 N.Y. AGENCY COMM 15%? Fax. 212.779.2706.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>* THE DAILY B&amp;W INSERTS HAVE TO BE BOOKED ACCORDING TO THE TIME OF OUR SCREENINGS. IF SCREENING IS EARLY A.M AD MUST BE PLACED DAY BEFORE. IF SCREENING LATER AD MUST BE PLACED FOR DAY OF SCREENING</p> </div>	<p>2 INSERTS *AFM DAILY B&amp;W.</p> <p>COST: DEADLINE: FE 5 Booking Space FOR 11 camera.</p> <p>AFM edition FEB 25th.</p> <p>COPY REQUIREMENTS B&amp;W 133 line screen +Valex proof</p> <p>DAILY AD SIZES 1/4 1/2 1 Pg. 3 1/2 x 5 7 1/2 x 10 1/2 Hi</p> <p>770.1330.2230</p> <p>CONTACT: MARK STERNBERG. 213.464.7411 L.A. FAX 213.466.8501 AGENCY COMM 15%?</p> <p>Rate for AFM members?</p>