

DOYLE • DANE • BERNBACH • INC.

20 WEST 43RD STREET • NEW YORK 36, N. Y.

CLIENT: DEMOCRATIC NATIONAL COMMITTEE

PRODUCT:

EST. NO.: TV-64-6 Rev. 1

DATE: August 24, 1964

E S T I M A T E

BLANKET ESTIMATE FOR BUDGET AUTHORIZATION

NBC-TV NETWORK

ONE MINUTE PARTICIPATIONS

| <u>Program</u> | <u>Day</u> | <u>Date</u> | <u>Time Period</u> | <u>Approx. Cost</u> |
|-------------------------------|------------|-------------|--------------------|---------------------|
| Monday Nite at the Movies | Mon. | 9/7 | 7:30 - 9:30 PM | \$24,000.00 |
| Saturday Nite Movie | Sat. | 9/12 | 9:00 - 11:00 PM | 30,000.00 |
| Monday Nite at the Movies | Mon. | 9/14, 28 | 7:30 - 9:30 PM | 52,000.00 |
| Mr. Novak | Tues. | 9/22 | 7:30 - 8:30 PM | 37,000.00 |
| The Man From U.N.C.L.E. | Tues. | 10/6 | 8:30 - 9:30 PM | 37,000.00 |
| This Was The Week That Was | Tues. | 9/29 | 9:30 - 10:00 PM | 35,000.00 |
| Wed. Nite Movies | Wed. | 10/14 | 9:00 - 11:00 PM | 35,000.00 |
| TOTAL - 8 one min. - | | | | \$250,000.00 |

This is Firm and Non-Cancellable

Reason for Revision:

To reflect change in programs and cost.

Approved by _____

Date _____