

APPENDIX G

MARKETING EXPENSES (1964) OF 41 COMPANIES (MEMBERS OF PMAC)

	Total for year	Physicians' Information	Other
1. (a) Field Selling Expense (Including supervisory and representatives' salaries, living expenses, cars, meetings, equipment, etc.).....	\$ 16,844,633	\$ 12,176,598	\$ 4,668,035
(b) Administration of Marketing, Selling and Advertising Function (Management and staff services, home office salaries and other expenses of the marketing department, including marketing research).....	4,694,395	3,567,047	1,127,348
(c) Advertising and Promotional Expenses.....	11,438,533	9,980,869	1,457,664
TOTAL.....	\$ 32,977,561	\$ 25,724,514	\$ 7,253,047
2. How much Did You Spend on the Following During the Year:			
(a) Medical Exhibits and Space.....	229,357	190,958	38,394
(b) Medical and Pharmaceutical Journal Advertising.....	2,331,527	2,118,005	213,522
(c) Direct Mail Advertising.....	2,739,423	2,509,965	229,458
(d) Samples (This refers to promotional samples only and does not include assay samples, etc.).....	3,939,446	3,702,215	237,231
(e) Other:			
(i) Product.....	1,704,459	1,299,882	404,577
(ii) Non-Product.....	494,321	331,645	162,676
TOTAL.....	\$ 11,438,533	\$ 10,152,670	\$ 1,285,858

ing a statement re: The Extent of Pharmaceutical
Pharmacists; and re. Safety Factors provided
also printed as an appendix to the Minutes of
Appendix "B").

On motion of Mr. Isabella, seconded by Mr. ...
Resolved—That a letter dated February ...
Committee from Dr. M. Puzarowski, Ph.D. of ...
the University of British Columbia, and the ...
at the University of British Columbia be ...
of Proceedings and Evidence (See Appendix ...

The Committee discussed the availability ...
14, 1967, when he held the Province of ...

Ordered—That a copy of the ...
information of the Members.

The Committee discussed the ...

On motion of Mr. ...

Resolved—That the ...
this Committee be ...
and 1,000 copies ...