LORILLARD MEDIA SERVICES
ONE PARK AVENUE, NEW YORK, NY 10016-5896

MAGAZINE INSERTION ORDER

TO: ESSENCE
1500 BROADWAY
NEW YORK, NY 10036
ATTN: JOYCE WINSTON

DATE: MARCH 17, 1995

ADVERTISER: LORILLARD

PRODUCT: NEWPORT

THIS ADVERTISEMENT COMPLIES WITH THE FTC REQUIREMENT FOR A WARNING STATEMENT AND 'TAR' AND NICOTINE LINE WHICH MUST APPEAR IN ALL CIGARETTE ADVERTISING. CHECK MATERIAL YOU RECEIVE AGAINST THE PROOF TO BE SURE IT IS CORRECT. UNDER NO CIRCUMSTANCES ARE TO YOU RUN SUBSTITUTE MATERIALS, ALTER OR OMIT ANY COPY WITHOUT PRIOR APPROVAL FROM LORILLARD MEDIA SERVICES.

AD#:	CAPTION:	SPACE:	DATE:
NPT-533-7	FOUNTAIN COUPLE	P5CB	JUNE 1995

PO #7219

IF UNABLE TO INSERT ON THE DATE ORDERED, KINDLY NOTIFY US AT ONCE AND WAIT FOR NEW INSERTION DATE. NO CREDIT CAN BE ALLOWED SHOULD THIS ADVERTISEMENT APPEAR INCORRECTLY OR ON A DATE OTHER THAN THAT AUTHORIZED.

POSITION URGENTLY REQUESTED:

FAR FORWARD, OPPOSITE FULL EDITORIAL

— No coupon ad on backing page.   — Maintain at least six page separation from competitive ads.

— No editorial/advertising matter antithetical to cigarettes within 6 pages of our ad.

COPY INSTRUCTIONS:

5 COLOR PROOF ATTACHED, FILM FROM COLLIER WITH 'D' WARNING

> SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

IMPORTANT INSTRUCTIONS:

A. Check material carefully against proof to make sure it corresponds in every respect.

B. Please inspect repro material immediately. They should produce good printing results. Advise us promptly if not satisfactory.

C. Poor printing will not be paid for.

D. Advise us at once if instructions are not clear.

E. Under no circumstances are you to space out our advertisement without specific instructions from us.

SPACE BILLING INSTRUCTIONS:

This space is being ordered by:

LORILLARD MEDIA SERVICES

Direct all invoices and full checking copies of all regional and national editions to:

LORILLARD MEDIA SERVICES
ONE PARK AVENUE
17TH FLOOR
NEW YORK, NEW YORK 10016-5896
ATTN: STEVE MOLLOY