

PARADE

PUBLICATIONS INCORPORATED

DATE: 7/07/92

JUL 08 REC'D

REMITTANCES ONLY TO THIS ADDRESS

PO BOX 5358

GENERAL POST OFFICE

NEW YORK N.Y. 10087

No.

71391

31190

LORILLARD MEDIA SERVICES
ONE PARK AVE., 17TH FLOOR
ATTN: EILEEN ANTONIELLO
NEW YORK

NY 100165896

TERMS: • 25/10 DAYS FROM ISSUE DATE
• NET/30 DAYS FROM ISSUE DATE
• PRODUCTION CHARGE NET/30 DAYS FROM ISSUE DATE

ISSUE DATE 7/12/92

ADVERTISER:

LORILLARD
LOEWS CORP

PRODUCT

LORILLARD/TRUE-OLD GOLD

REGIONAL

AD NUM. 014

CIRCULATION	EXPLANATION	LINAGE/COLOR	GROSS RATE	DISCOUNT(S)	AGENCY COMMISSION
11,168,203	13.50 X 1	553 4C	150,770.74	45,231.22	15,830.93
			GROSS AFTER DISCOUNT	105,539.52	

71391

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ORIGINAL

NET INVOICE ➔

\$89,708.59