



PETERSEN PUBLISHING COMPANY

INVOICE

1310702

SOLD TO • LORILLARD MEDIA SERVICES
C/O BETTY EPPERSON
666 FIFTH AVE
NEW YORK

NY 10103

PLEASE REMIT TO:

PETERSEN PUBLISHING CO.
P.O. BOX 2319
NEW YORK, NY 10257-2319

RETURN DUPLICATE WITH REMITTANCE

ACCOUNT • LORILLARD CORP DIV
3012306

* TERMS: NET 30 DAYS
2% ON NET SPACE CHARGE ONLY IF PAID
WITHIN 10 DAYS.

SALESMAN	PAG	PUBLICATION	WORK ORDER NO.	ISSUE	DATE	INVOICE NO.	CLIENT AUTHORIZATION
BARTON		CAR CRAFT	0094	JUL-87	06/11/87	170286	10 041087

DESCRIPTION	LINES	AMOUNT																				
COLORATION: 4C POSITION: BD																						
AD SIZE	1 PG	12,312.00																				
DISCOUNTS:																						
PMN	6.0 %	738.72																				
AGENCY COMMISSION		1,735.99																				
NET SPACE		9,837.29																				
BIG BEACH BALL		196.75																				
<table border="1"><tr><td>MAGAZINE</td><td>Carc</td></tr><tr><td>BRAND</td><td>NEW</td></tr><tr><td>ISSUE</td><td>7-1</td></tr><tr><td>INSERTION</td><td>1</td></tr><tr><td>ESTIMATE</td><td>1</td></tr><tr><td>INV NO</td><td>170286</td></tr><tr><td>INV DATE</td><td>6-11</td></tr><tr><td>AMOUNT PAID</td><td>9640.54</td></tr><tr><td>DATE</td><td>6-18-87</td></tr><tr><td>CHECK #</td><td>3739</td></tr></table>	MAGAZINE	Carc	BRAND	NEW	ISSUE	7-1	INSERTION	1	ESTIMATE	1	INV NO	170286	INV DATE	6-11	AMOUNT PAID	9640.54	DATE	6-18-87	CHECK #	3739		9640.54
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(EXPLANATION OF BILLING)

CONTRACT YEAR, FROM 01/87 THRU 12/87 RATE CARD NO.: 038 Z FREQUENCY: 1

RATE ESTABLISHED BASED ON: CONTRACT ORDER AS EARNED X

AD TYPE: PETERSEN MAGAZINE NET

NOTICE: IF YOU HAVE PREVIOUSLY PAID FOR THIS INSERTION PLEASE DISREGARD THIS INVOICE. IT HAS BEEN PREPARED FOR YOUR RECORDS ONLY.

CUSTOMER'S COPY

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