

People

weekly

M.R. JUL - 1 1991

Time Inc. Magazines

THE TIME INC. MAGAZINE COMPANY

TIME & LIFE BUILDING
ROCKEFELLER CENTER
NEW YORK, NEW YORK 10020

SAATCHI SAATCHI DFS COMPTON
ATTN: BARBARA PARTENHEIMER
375 HUDSON STREET
NEW YORK , NY 100143620

IBIT NO. **IB** 003617795

DATE 06/10/91

IBIT MEMO

ISSUE BY ISSUE TALLY (IBIT)

ADVERTISER	ISSUE DATES	ACTUAL CIRC.	CREDIT / DEBIT
LOEWS CORPORATION LORILLARD DIVISION TRUE CIGARETTES	01/08/90 01/29/90 03/12/90 04/30/90 09/10/90 09/10/90 09/24/90 09/24/90 10/15/90 10/15/90 10/29/90 10/29/90 11/19/90 11/19/90	2,922,000 3,118,000 3,214,000 3,108,000 2,914,000 2,914,000 3,116,000 3,116,000 3,369,000 3,369,000 3,109,000 3,109,000 2,894,000 2,894,000	\$3,421.00CR \$345.00 \$2,848.00 \$153.00 \$1,787.00CR \$1,787.00CR \$153.00 \$153.00 \$2,585.00 \$2,585.00 \$86.00 \$86.00 \$2,421.00CR \$2,421.00CR

IBIT CREDIT PERIOD 01/01/90 THRU 12/31/90 \$2,843.00CR

ISSUE-BY-ISSUE TALLY (IBIT) PRICING SYSTEM

PEOPLE's IBIT pricing system is based on the paid circulation for each issue during an IBIT period. An IBIT period is one calendar year. IBIT credit will be issued based on the net invoice amount excluding production premiums in direct proportion to the amount by which the paid circulation of an issue is less than its published rate base. If the paid circulation of an issue is higher than its published rate base, PEOPLE will receive a proportionate credit. If at the end of the IBIT period, the net amount results in a credit for the advertiser, an IBIT credit will be generated. If PEOPLE earns more credit than the advertiser, no adjustment will be made. For a complete explanation of IBIT credit, please refer to the PEOPLE rate card.

HOW TO APPLY IBIT CREDIT

The above agency of record will handle the processing of the IBIT space credit. The parent advertiser should determine how the earned credit will be applied. The credit can only be applied toward insertions for brands owned by the parent advertiser that earned the credit.

PEOPLE must receive written notification of the future insertion to which the credit will be applied. The application must occur within the twelve months following the IBIT period in which the credit was earned.

Future statements of account will not reflect IBIT credits. In order to assure proper application of these credits, please return the credit memo with your insertion order.

FORM # 3218 (5-91)

RETURN THIS COPY WITH INSERTION ORDER

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