



## PETERSEN PUBLISHING COMPANY

1310702

SOLD TO • LORILLARD MEDIA SERVICES  
C/O BETTY EPPERSON  
666 FIFTH AVE  
NEW YORK NY 10103

ACCOUNT • LORILLARD CORP DIV  
3012306

## INVOICE

## PLEASE REMIT TO:

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

## RETURN DUPLICATE WITH REMITTANCE

\* 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						1 PG	12,312.00																				
AD SIZE DISCOUNTS: PMN AGENCY COMMISSION						6.0 %	738.72 1,735.99																				
NET SPACE							9,837.29																				
BIG BEACH BALL							196.75																				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>MAGAZINE</td><td>Carc</td></tr> <tr><td>BRAND</td><td>7ew</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 PAID</td><td>6-18-87</td></tr> <tr><td>CHECK #</td><td>3739</td></tr> </table>						MAGAZINE	Carc	BRAND	7ew	ISSUE	7-1	INSERTION	1	ESTIMATE	1	INV NO	170286	INV DATE	6-11	AMOUNT PAID	9640.54	DATE PAID	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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