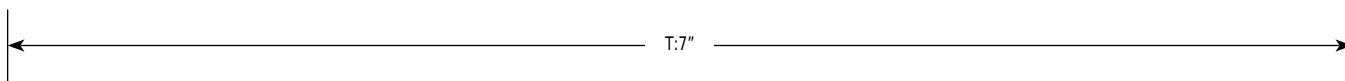


the martin agency

<b>Client:</b> AD COUNCIL	<b>Art Version:</b> Final Art	<b>Studio Manager:</b> A. McCarthy
<b>Job#:</b> ADC5-9551A0012	<b>Paper:</b> Fortune Gloss Text	<b>Proofreader:</b> R. Virginia
<b>Title:</b> "NHTSA Buckle Up"	<b>Line Screen:</b> 133	<b>Art Director:</b> M. Heckart
<b>Media Type:</b> 4C Nonbleed Mag Page Ad	<b>Edit Round:</b> 4	<b>Copywriter:</b> W. Wood
<b>Bleed:</b> 7" W x 10" H	<b>Creation Date:</b> 1-22-2015 11:57 AM	<b>Creative Director:</b> J. Morledge
<b>Trim:</b> 7" W x 10" H	<b>Modified Date:</b> 2-13-2015 12:10 PM	<b>Production Manager:</b> J. Adler-Kerekes
<b>Safety:</b> 7" W x 10" H	<b>Printed at:</b> None	<b>Account Executive:</b> B. Ehninger
<b>Gutter:</b> None	<b>Printed by:</b> Andrew McCarthy	<b>Client:</b> Ad Council
<b>Run Date:</b> None	<b>Links:</b> ADC_16_291_A005_C013_103054_CMYK_Grey.tif (CMYK; 509 ppi; 58.9%), NHTSA_Logo_K.ai (21.59%), ADCOUNCIL_Blk.eps (12.79%)	
<b>Publication:</b> None		
<b>Fonts:</b> Avenir (95 Black), Minion Pro (Regular), Italian Plate (Bold)		
<b>Inks:</b> Cyan, Magenta, Yellow, Black		

Notes: None



WHEN THE GAMES BEGIN.

NEVER GIVE UP UNTIL THEY BUCKLE UP.



VISIT SAFECAR.GOV/KIDSBUCKLEUP



T:10"