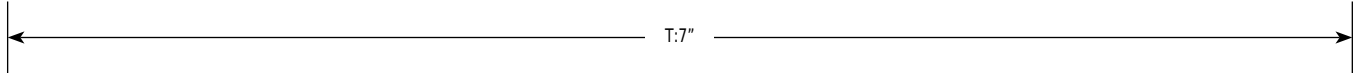


the martin agency

Client: AD COUNCIL	Art Version: Final Art	Studio Manager: A. McCarthy
Job#: ADC5-9551A0012	Paper: Fortune Gloss Text	Proofreader: R. Virginia
Title: "NHTSA Buckle Up"	Line Screen: 133	Art Director: M. Heckart
Media Type: 4C Nonbleed Mag Page Ad	Edit Round: 4	Copywriter: W. Wood
Bleed: 7" W x 10" H	Creation Date: 1-22-2015 11:57 AM	Creative Director: J. Morledge
Trim: 7" W x 10" H	Modified Date: 2-13-2015 12:10 PM	Production Manager: J. Adler-Kerekes
Safety: 7" W x 10" H	Printed at: None	Account Executive: B. Ehninger
Gutter: None	Printed by: Andrew McCarthy	Client: Ad Council
Run Date: None	Links: ADC_7_027_Mag4_6_CMYK_Grey.tif (CMYK; 407 ppi; 73.63%), NHTSA_Logo_K.ai (21.59%), ADCOUNCIL_Blk.eps (12.79%)	
Publication: None		
Fonts: Avenir (95 Black), Minion Pro (Regular), Italian Plate (Bold)		
Inks: Cyan, Magenta, Yellow, Black		

Notes: None



WHEN THEY'RE TUNING YOU OUT.

NEVER GIVE UP
UNTIL THEY BUCKLE UP.



VISIT SAFERCAR.GOV/KIDSBUCKLEUP

