

16. STORY TITLE 04

8. STORY TITLE 02

STORY TITLE 05 28

6 STORY TITLE 01

12. STORY TITLE 03

## FRIDAY NIGHT FOOBALL COACHES

REPLACE REPLACE  
REPLACE REPLACE

11880 28TH ST. N, SUITE 101  
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WEB: [POLEPOSITIONMAG.COM](http://POLEPOSITIONMAG.COM), [AE-ENGINE.COM](http://AE-ENGINE.COM)

## NASCAR POLE POSITION MAGAZINE

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36 STORY TITLE 06

52. STORY TITLE 07

10. STORY TITLE HEADLINE STORY 07

50. HEADLINE TITLE STORY 07

54. STORY TITLE STORY 07

56. HEADLINE STORY TITLE STORY 07

60. STORY TITLE STORY 07

62. STORY TITLE HEADLINE STORY 07

63. HEADLINE TITLE STORY 07

64. HEADLINE STORY TITLE STORY 07

## FOUR/FIVE WORD STORY HEADLINE

**LEDE STORY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES** of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowl-

edge. This is the dimension of imagination. It is an area which we call the Twilight Zone. A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed.

 WRITERNAME  GETTY IMAGES



**COPY-1. SPACE, THE FINAL FRONTIER. THESE ARE** the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light

**COPY-2. Space, the final frontier. These are** the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge.

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**COPY-4. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination.**

**COPY-5. SPACE, THE FINAL FRONTIER.** These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man.



**COPY-6. Space, the final frontier. These are** the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination.



## LAYOUT

# 2017-A

**HEADLINE:** 4 or 5 words

**LEDE STORY:** 150 words

**COPY-1:** 70 words

**COPY-2:** 90 words

**COPY-3:** 75 words

**COPY-4:** 100 words

**COPY-5:** 50 words

**COPY-6:** 100 words

# SECTION TITLE

## FOUR/FIVE WORD STORY HEADLINE

**L**EDE. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF THE STARSHIP ENTERPRISE. ITS FIVE-YEAR mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears.

 WRITERNAME  GETTY IMAGES

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## LAYOUT

# 2017-B

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**HEADLINE:** 4 or 5 words

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**LEDE:** 75 words

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**COPY:** 35 words per block

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# SECTION TITLE



## Q&A WITH SPACE, THE FINAL FRONTIER

WRITENAME GETTY IMAGES

**S**PACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

### SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES?

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### SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES?

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the

offenders. These are their stories.

### SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES?

Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A-team. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life.

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## VERY SHORT SUBHEAD

**S**idebar. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## LAYOUT

# 2017-C

HEADLINE: Name

LEDE: 35 words

COPY: 650 words

SIDEBAR: 175 words

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 WRITERNAME  GETTYIMAGES

LAYOUT

2017-D10

LEDE: 100 words

LARGE TITLE

## LAYOUT 2017-D20

**COPY:** 650 words

**SIDEBAR:** 90 words (each)

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battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy.

Night gathers, and now my watch begins. It shall not end until my death. I shall take no wife, hold no lands, father no children. I shall wear no crowns and win no glory. I shall live and die at my post. I am the sword in the darkness. I am the watcher on the walls. I am the shield that guards the realms of men. I pledge my life and honor to the Night's Watch, for this night and all the nights to come.

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## FOUR/FIVE WORD HEADLINE

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### CATEGORY TITLE

**COPY-1. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF THE STARSHIP ENTERPRISE. ITS FIVE-YEAR MISSION: TO EXPLORE STRANGE NEW WORLDS, TO SEEK OUT NEW LIFE AND NEW CIVILIZATIONS, TO BOLDLY GO WHERE NO MAN HAS GONE BEFORE.**

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## LAYOUT

# 2017-D30

**HEADLINE:** 4 or 5 words

**LEDE:** 35 words

**COPY-1:** 200 words

**COPY-2:** 200 words

**COPY-3:** 200 words

# SECTION TITLE



## FOUR/FIVE WORD HEADLINE SPACE THE FINAL FRONTIER

 WRITERNAME  GETTYIMAGES

**C**OPY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime,

and the district attorneys, who prosecute the offenders. These are their stories.

Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire them.



### VERY SHORT SUBHEAD

**S**idebar. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## LAYOUT

# 2017-D40

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**HEADLINE:** 4 or 5 words

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**SUBHEAD:** 4 or 5 words

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**LEDE:** 35 words

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**COPY:** 300 words

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**SIDEBAR:** 150 words

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# SECTION TITLE

## FOUR/FIVE WORD STORY HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man.

 WRITERNAME  GETTY IMAGES

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In the criminal justice system, the people are represented by two separate yet equally important groups: the police.



## LAYOUT

# 2017-D50

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**HEADLINE:** 4 or 5 words

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**LEDE:** 35 words

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**COPY:** 325 words

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# SECTION TITLE

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✍ WRITERNAME 📷 GETTY IMAGES

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A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy.

In the criminal justice system.

LAYOUT

# 2017-E

---

HEADLINE: 4 or 5 words

---

LEDE: 35 words

---

COPY: 500 words

---

# SECTION TITLE



✎ WRITERNAME 📷 GETTYIMAGES

## FOUR/FIVE WORD STORY HEADLINE

Copy-1. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight Zone. A long time ago, in a galaxy.

### SUBJECT TITLE

Copy-2. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man.

# 28

### SUBJECT TITLE

Copy-3. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight Zone. A long time ago, in a galaxy far, far away: It is a period of civil war.

### SUBJECT TITLE

Copy-4. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

There is a fifth dimension beyond that which is known to man. It

is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight Zone.

### SUBJECT TITLE

COPY-5. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight Zone. A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won.

## LAYOUT

# 2017-G

HEADLINE: 4 or 5 words

COPY-1: 125 words

COPY-2: 125 words

COPY-3: 125 words

COPY-4: 100 words

COPY-5: 125 words

# THE 20

## A STORY ABOUT 20 THINGS

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man.

✍ WRITERNAME 📷 GETTY IMAGES

1

**1 SPACE, THE FINAL FRONTIER.** These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition.

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**3 SPACE, THE FINAL FRONTIER.** These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition.

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4

### LAYOUT

# 2017-H

HEADLINE: 4 or 5 words

LEDE: 50 words

COPY: 1,500 words

5

7

6

**7 SPACE, THE FINAL FRONTIER.** These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition.

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# Four/Five Word Story Headline

## LAYOUT 2017-J

**HEADLINE:** 4 or 5 words

**LEDE:** 20 words

**COPY:** 800 words

**SIDEBAR:** 190 words

 WRITERNAME  GETTY IMAGES

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

**COPY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF** the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight Zone.

A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory

against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy.

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the offenders. These are their stories.

Ten years ago, a crack commando unit was sent to prison by a military court for a crime

they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A-team. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped

## FOUR/FIVE WORD SUBHEAD

**S**idebar. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone.

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from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A-team. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## LETTER FROM NAME LASTNAME

### OCCUPATION

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

**COPY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF** the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## LAYOUT 2017-K

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**LEDE:** 35 words

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**COPY:** 250 words

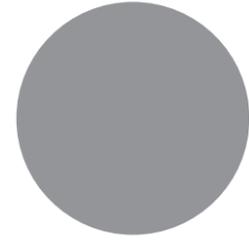
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# SECTION TITLE

## FOUR/FIVE WORD HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations.

✎ WRITERNAME 📷 GETTYIMAGES



### SPACE, THE FINAL FRONTIER

**COPY. THESE ARE THE VOYAGES OF THE STARSHIP** Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space.

### SPACE, THE FINAL FRONTIER

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### SPACE, THE FINAL FRONTIER

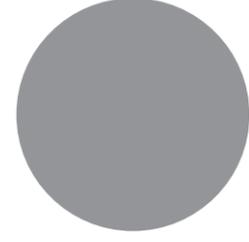
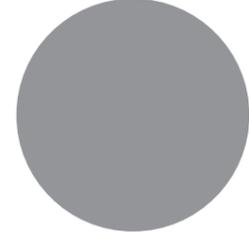
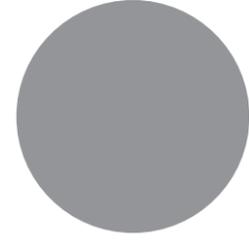
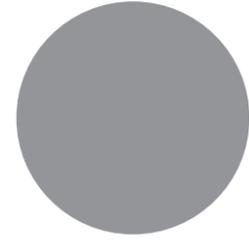
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## HEADLINE HEAD HEADLINE

**COPY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF THE** starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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# LAYOUT 2017-L

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**LEDE:** 25 words

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**COPY:** 225 words

---

**COPY BLOCK:** 50 words each

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# SECTION TITLE

## HEADLINE HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

 WRITERNAME  GETTYIMAGES

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# LAYOUT 2017-M

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**LEDE:** 20 words

---

**COPY:** 300 words

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# SECTION TITLE

## LAYOUT

# 2017-N10

LEDE: 35 words

COPY-1: 260 words

COPY-2: 175 words

## FOUR/FIVE WORD STORY HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

**COPY-1. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF THE STARSHIP ENTERPRISE. ITS** five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## ACTION/REACTION

- **Copy-2. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.**
- **There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight.**
- **A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet.**

## OLD SCHOOL VS. NEW SCHOOL

### FIRST RACE

Space, the final frontier

Space, the final frontier

### FIRST FINISH IN CUP RACE

These are the voyages of the starship

These are the voyages of the starship

### CAREER HIGHLIGHT

These are the voyages of the starship

These are the voyages of the starship

### CATEGORY

Space, the final frontier

Space, the final frontier

### CATEGORY CATEGORY

These are the voyages of the starship

These are the voyages of the starship

# SECTION TITLE

- **Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow.**

# SECTION TITLE



## HEADLINE HEADLINE

**COPY-1. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF** the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## HEADLINE HEADLINE

**COPY-2. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF** the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## LAYOUT

# 2017-N20

**COPY-1: 100 words**

**COPY-2: 100 words**

**LEDE: 35 words**

**3 QUESTIONS: 200 words**

**BONUS QUESTION: 80 words**

**3Q WITH COACH LASTNAME O**  
**SCHOOL HIGH SCHOOL, STA**

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations.

WRITERNAME GETTY IMAGES

**SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES?**

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**SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES?**

A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire

planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people.

**SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES?**

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the offenders.

### BONUS QUESTION

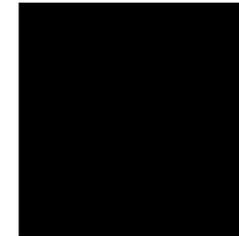
**Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears.**

# SECTION TITLE



## NAME LASTNAME

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations.



### FAVORITE READING

#### PUBLICATION NAME

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.



### FAVORITE DEVICE

#### TECH DEVICE

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.



### FAVORITE CLOTHING

#### CLOTHING BRAND

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.



### FAVORITE FOOD

#### TYPE OF FOOD

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.



### ALWAYS CARRY:

#### FAVORITE THING

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.

## LAYOUT

# 2017-N30

**LEDE: 35 words**

**COPY BLOCK: 25 words each**

# SECTION TITLE

## LAYOUT 2017-N40

LEDE: 35 words

COPY: 400 words

### FOUR/FIVE WORD STORY HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations.

 WRITERNAME  GETTYIMAGES

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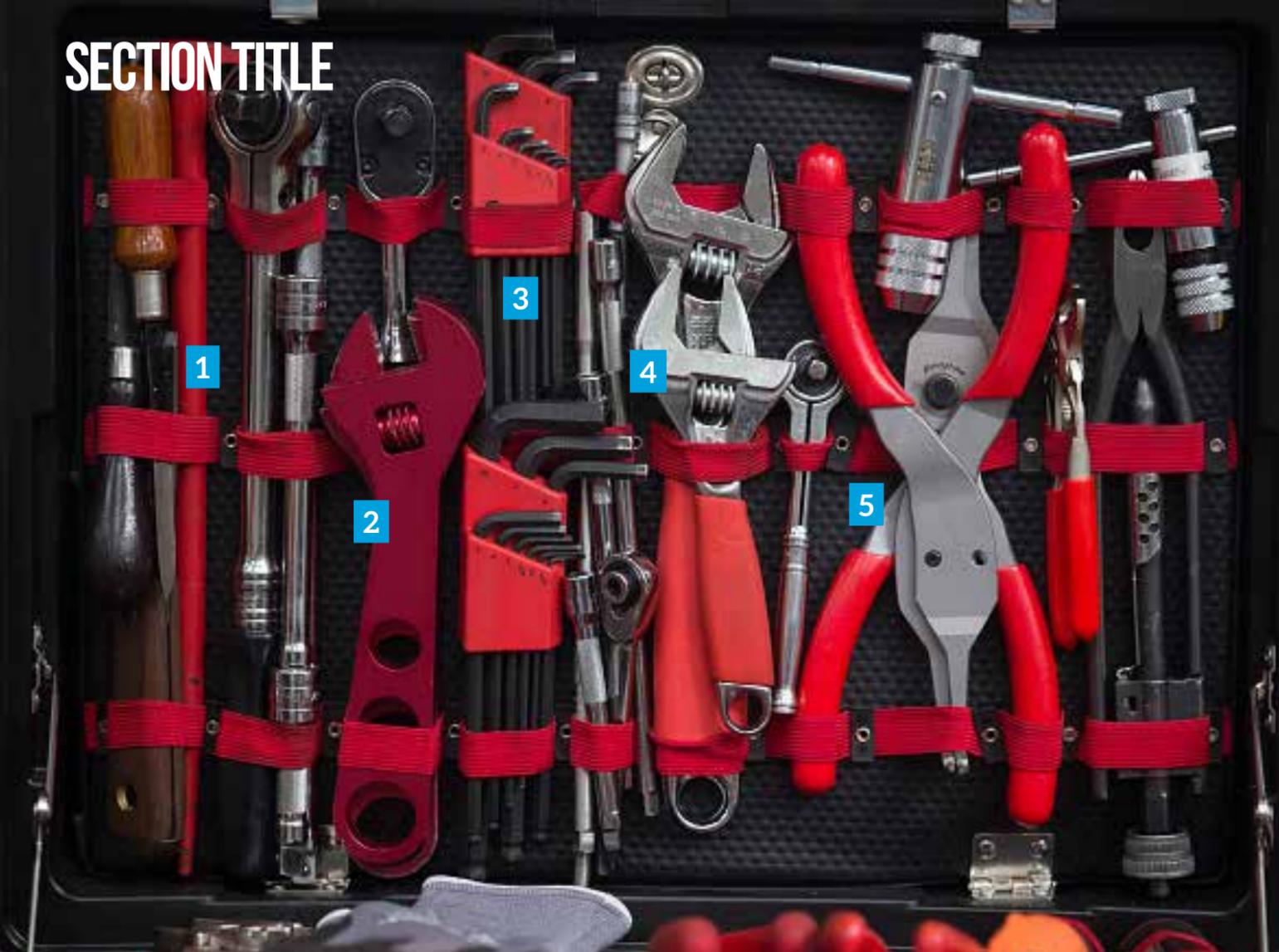
A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom.

Night gathers, and now my watch begins. It shall not end until my death. I shall take no wife, hold no lands, father no children. I shall wear no

crowns and win no glory. I shall live and die at my post. I am the sword in the darkness. I am the watcher on the walls. I am the shield that guards the realms of men. I pledge my life and honor to the Night's Watch, for this night and all the nights.

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the offenders.

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## LAYOUT 2017-N50

COPY BLOCK: 60 words each

### INSIDE THE TOOLBOX OF A FIELD SPECIALIST

#### 1 7-7/8 STANDARD TIP SCREWDRIVER

Ergonomically designed handle with slip-resistant textured grip for comfortable hold. Heat-treated alloy steel bars hold up to repeated use. Sets feature popular sizes to satisfy wide range. Ergonomically designed handle with slip-resistant textured grip for comfortable hold. Heat-treated alloy steel bars hold up to repeated use. Sets feature popular sizes to satisfy wide range of fastening needs. Nickel-plated bar resists corrosion.

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# SECTION TITLE

## FOUR/FIVE WORD HEADLINE

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### CATEGORY TITLE

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**SPACE THE FINAL FRONTIER**  
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 WRITERNAME  GETTY IMAGES

# LAYOUT 2017-0

LEDE: 35 words

COPY: 200 words each

SIDEBAR: 75 words each

# SECTION TITLE

## FOUR/FIVE WORD STORY HEADLINE

 WRITERNAME  GETTYIMAGES

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**CAPTION:** Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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# LAYOUT 2017-P

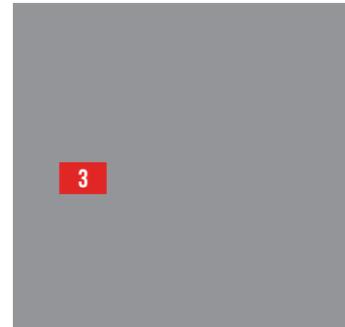
**LEDE:** 40 words

**CAPTION:** 35 words per topic

**COPY:** 100 words per topic

# SECTION TITLE

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds.



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## LAYOUT

# 2017-GEAR

**COPY:** 100 words per product

**IMAGE:** One high-res product photo

# SECTION TITLE

## FOUR THINGS TO DO THE DAY THE SEASON ENDS

The end of a football season can come quickly for a team that falls short of its goal of winning a state championship – or even a team that captures the ultimate prize. A coach’s natural inclination might be to take a break after the season, but we recommend that coaches go through this checklist before taking time to decompress.

 DAN GUTTENPLAN  GETTY IMAGES



**1 CONSIDER THE TEAM'S IDENTITY FOR NEXT SEASON.** Mat Taylor has won seven state championships in his eight seasons as the head coach at Skyline High (Wash.). The first thing he does each offseason is consider his next team’s identity. That ritual was of particular importance last offseason when he needed to revamp an offense that had been led by a string of four consecutive Division 1 quarterback prospects over the previous seven seasons. This fall, Skyline starts a 5-foot-7 quarterback and calls plenty of quarterback keepers.

“A coach needs to put his pride aside and evolve with the kids,” Taylor said. “You have to figure out a way to mold what you are and identify your team’s strengths and weaknesses. Don’t try to fit a square peg in a round hole. If you want to stick to your beliefs, and say, ‘This is our identity ever year,’ you’ll have down years.”

**2 NETWORK WITH OTHER COACHES.** Even with 45 years of experience as a head coach, Good Counsel (Md.) head coach Bob Milloy, 73, is always looking to grow in the profession. Each offseason, he invites college coaches to his campus for recruiting visits. In exchange for the opportunity to recruit his players, Milloy often asks the visiting coaches to provide some tips on the X’s and O’s of the game.

“I watch a lot of college games, and see different schemes,” Milloy said. “When they come here, I’ll have questions for them. I call in my coaches and say, ‘Why don’t you go up to the white board and show us this play?’”

Milloy finds that the X’s and O’s sessions often mark the start of a mutually beneficial relationship for his staff and the college recruiter.

“Sometimes when a college coach designs a new play, his assistant will think of me and call with an explanation,” Milloy said.

**3 TAKE INVENTORY OF EQUIPMENT.** Jerry Pezzetti has been coaching for 56 seasons, including the last 43 at Ankeny Centennial (Iowa). He is one of two coaches in Iowa high school history to reach the 400-victory career milestone. The first thing he does each offseason is take inventory of equipment and initiate the process of updating any unsafe gear.

“I go through every piece of equipment,” Pezzetti said. “We’re a Riddell team for helmets. I have Riddell come in and inspect every helmet from eighth grade through varsity. We make our orders by Christmas so we’ll have everything by the time we start in the spring.”

Once the equipment order has been placed, Pezzetti reviews expectations for the offseason strength program with his players.

“We make sure all of our ninth- and 10th-graders are in the program if they’re not out for other sports,” Pezzetti said.

**4 CONSIDER INNOVATIVE IDEAS TO BETTER RELATE TO PLAYERS.** Dirk Wedd, 64, has been a part of the coaching staff at Lawrence High (Kan.) for five state championship teams. With 19 starters scheduled to graduate last June, Wedd’s first order of business last offseason was to brainstorm ways to relate to younger players.

“I’m about as high-tech as the Pony Express,” Wedd said. “Kids today love seeing themselves – whether it’s pictures or video – immediately. That’s where they’re coming from.”

Wedd determined he needed to upgrade his program’s technology in order to better relate to players. He purchased software from HUDL that allows his coaches and players to view video on the sidelines.

“Every day you can wake up and learn something, that’s a positive,” Wedd said. “It was important for us to do whatever it took to get a bunch of young kids to develop at a faster rate.”

## LAYOUT

# 2017-Q

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**HEADLINE:** 4-5 words

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**LEDE:** 50 words

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**COPY:** 600 words

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# SECTION TITLE

## SUBJECT NAME

### SUBJECT TITLE, SPACE THE FINAL FRONTIER

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which



WRITERNAME GETTY IMAGES

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In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the offenders. These are their stories.

Ten years ago, a crack commando unit was sent to prison by a military court for a crime

they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A-team. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## SUBJECT NAME, SPACE THE FINAL FRONTIER



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## LAYOUT

# 2017-R

**HEADLINE:** 4-5 words

**SUBHEAD:** 4-5 words

**LEDE:** 45 words

**COPY:** 500 words

**SIDEBAR HEADLINE:** 4-5 words

**SIDEBAR:** 175 words

# SECTION TITLE

## FOUR/FIVE WORD HEADLINE

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# LAYOUT 2017-S

HEADLINE: 4-5 words

LEDE: 35 words

COPY: 60 words each

# SECTION TITLE

## FOUR/FIVE WORD HEADLINE

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✎ WRITERNAME 📷 GETTY IMAGES

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### UNIQUE EXPERIENCES

- **Sidebar-2. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go.**
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### MUST-HAVE PRODUCT

**SIDEBAR-3. SPACE, THE FINAL** frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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## SPACE, THE FINAL FRONTIER



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## LAYOUT

# 2017-T

**HEADLINE:** 4-5 words

**LEDE:** 30 words

**COPY:** 250 words

**SIDEBAR HEADLINE:** 4-5 words

**SIDEBAR:** 175 words

**EXPERIENCES:** 175 words

**PRODUCT:** 100 words

# SECTION TITLE



 WRITERNAME  
 GETTY IMAGES

## FOUR/FIVE WORD HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man.

**COPY. SPACE, THE FINAL FRONTIER. THESE ARE** the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight.

A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister

agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy.

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the offenders. These are their stories.

Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A-team.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit

of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight.

A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plan.



## LAYOUT

# 2017-U

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**HEADLINE:** 4-5 words

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**LEDE:** 35 words

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**COPY:** 400 words

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## FOUR/FIVE WORD STORY HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life.

 WRITERNAME  GETTYIMAGES

**COPY. SPACE, THE FINAL FRONTIER. THESE ARE THE** voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight Zone.

A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy.

In the criminal justice system, the people are represented by two.

## LAYOUT

# 2017-V

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**HEADLINE:** 4-5 words

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**LEDE:** 25 words

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**COPY:** 210 words

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# SECTION TITLE

## FOUR/FIVE WORD STORY HEADLINE

Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds.

 WRITERNAME  GETTY IMAGES

**SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES** of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension.



**SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES** of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before. There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless as infinity. It is the middle ground between light and shadow, between science and superstition, and it lies between the pit of man's fears and the summit of his knowledge. This is the dimension.



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## LAYOUT

# 2017-W

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**HEADLINE:** 4-5 words

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**LEDE:** 20 words

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**COPY:** 100 words each

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# SECTION TITLE

SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES OF THE STARSHIP ENTERPRISE.

✍ WRITERNAME  
📷 GETTY IMAGES

## FOUR/FIVE WORD HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life.

**C**OPY. SPACE, THE FINAL FRONTIER. THESE ARE the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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imagination. It is an area which we call the Twilight.

A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen

plans that can save her people and restore freedom to the galaxy.

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime, and the district attorneys, who prosecute the offenders. These are their stories.

Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire the A-team.

There is a fifth dimension beyond that which is known to man. It is a dimension as vast as space and as timeless.

## LAYOUT

# 2017-X

HEADLINE: 4-5 words

LEDE: 25 words

COPY: 300 words

PULL-QUOTE: 15 words

# SECTION TITLE



destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom.

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Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped from a maximum security stockade to the Los Angeles underground. Today, still wanted by the government, they survive as soldiers of fortune. If you have a problem and no one else can help, and if you can find them, maybe you can hire them.



## FOUR/FIVE WORD HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man.

 WRITERNAME  GETTYIMAGES

**C**OPY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star, an armored space station with enough power to

### QUARTER-PAGE AD

W = 4.3"

H = 3.9"

## LAYOUT

# 2017-Y10

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**LEDE:** 35 words

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**COPY:** 275 words

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# SECTION TITLE



## SPACE, THE FINAL FRONTIER

**S**idebar. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base.

## FOUR/FIVE WORD HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man.

an armored space station with enough power to destroy an entire planet. Pursued by the Empire's sinister agents, Princess Leia races home aboard her starship, custodian of the stolen plans that can save her people and restore freedom to the galaxy.

In the criminal justice system, the people are represented by two separate yet equally important groups: the police, who investigate crime.

WRITERNAME GETTYIMAGES

**C**OPY. SPACE, THE FINAL FRONTIER. THESE ARE THE VOYAGES of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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A long time ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking from a hidden base, have won their first victory against the evil Galactic Empire. During the battle, Rebel spies managed to steal secret plans to the Empire's ultimate weapon, the Death Star,

### QUARTER-PAGE AD

W = 4.3"

H = 3.9"

## LAYOUT

# 2017-Y20

HEADLINE: 4-5 words

LEDE: 35 words

COPY: 220 words

SIDEBAR HEADLINE: 4-5 words

SIDEBAR: 125 words

# SECTION TITLE



## SPACE, THE FINAL FRONTIER

**S**idebar. Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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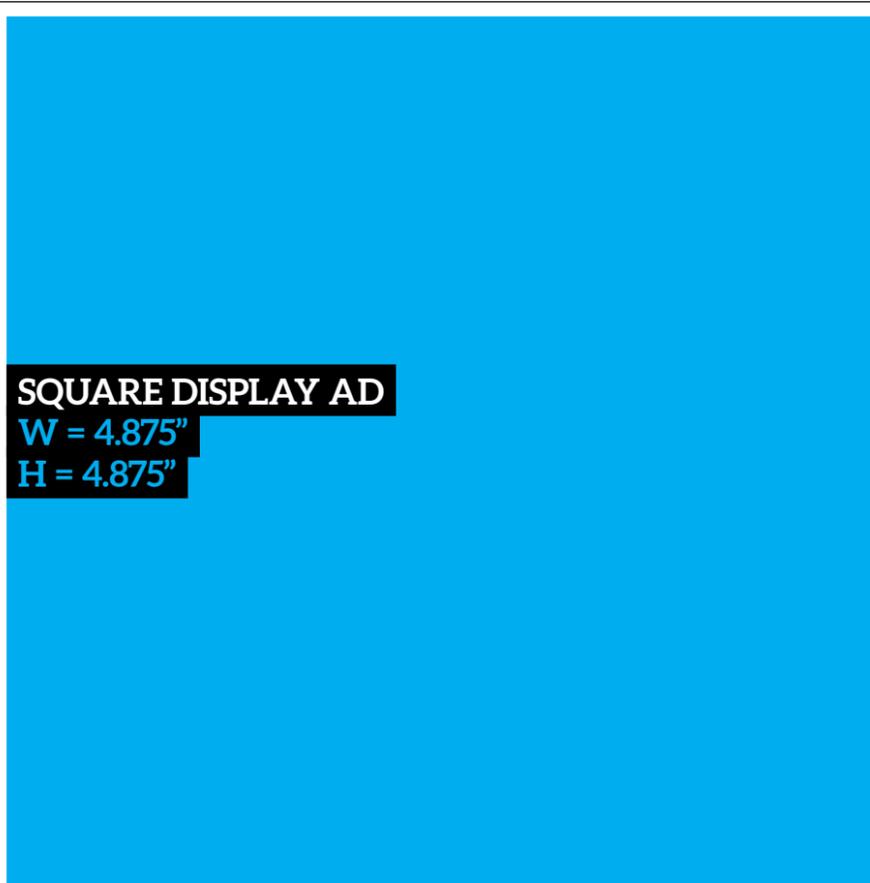
## FOUR/FIVE WORD HEADLINE

Lede. Space, the final frontier. These are the voyages of the starship Enterprise.

 WRITERNAME  GETTY IMAGES

**C**OPY. SPACE, THE FINAL FRONTIER. THESE ARE the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds, to seek out new life and new civilizations, to boldly go where no man has gone before.

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### SQUARE DISPLAY AD

W = 4.875"

H = 4.875"

## LAYOUT

# 2017-Z

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**HEADLINE:** 4-5 words

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**LEDE:** 15 words

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**COPY:** 100 words

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**SIDEBAR HEADLINE:** 4-5 words

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**SIDEBAR:** 90 words

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**QUARTER-PAGE AD**

**W = 3.6"**

**H = 4.8"**

**QUARTER-PAGE AD**

**W = 3.6"**

**H = 4.8"**

**QUARTER-PAGE AD**

**W = 3.6"**

**H = 4.8"**

**QUARTER-PAGE AD**

**W = 3.6"**

**H = 4.8"**