

AD

PRESENTED BY


**HEADLINE
HEADLINE**

**SUBHEAD SUB
SUB SUBHEAD**

RACE

■ 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.

 GETTY IMAGES

AD

AD

**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.

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. ▲

AD

LAYOUT
2017-A10

LEDE: 35 words

COPY: 250 words

AD

STORY TITLE 05

28

16. STORY TITLE 04

8. STORY TITLE 02

6 STORY TITLE 01

12. STORY TITLE 03

CREDITS

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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

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Lede sidebar: 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.

LAYOUT
2017-A20

WRITENAME GETTY IMAGES

HEADLINE: 4 or 5 words

LEDE STORY: 150 words

LEDE SIDEBAR: 50 words

COPY-1: 75 words

COPY-2: 125 words

COPY-3: 75 words

COPY-4: 100 words

COPY-5: 50 words

COPY-6: 140 words

frontier. These arship Enter- n: to explore ut new life and where no man th dimension r man. It is a nd as timeless as between light

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LAYOUT
2017-A30

HEADLINE: 4 or 5 words

LEDE: 35 words

COPY-1: 200 words

COPY-2: 200 words

COPY-3: 200 words

CATEGORY TITLE

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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.

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. ▲

LAYOUT 2017-A40

HEADLINE: 4 or 5 words

LEDE: 30 words

COPY: 350 words



PRESENTED BY

Four/Five Word Headline SPACE THE FINAL FRONTIER

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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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VERY SHORT SUBHEAD

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LAYOUT 2017-A50

HEADLINE: 4 or 5 words

COPY: 350 words

SIDEBAR: 200 words

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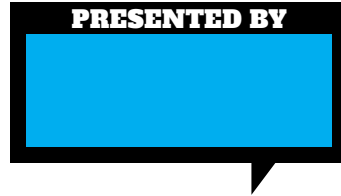
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Ten years ago, a crack commando unit was sent to prison by a military court for a crime they didn't commit. These men promptly escaped. ▲

✎ WRITERNAME

📷 GETTYIMAGES



Q&A WITH A TAILGATE TITAN



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MUST-HAVE PRODUCT

Sidebar-3. Space, the

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UNIQUE EXPERIENCES

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LAYOUT 2017-A60

LEDE: 25 words

COPY: 250 words

Q&A: 175 words

EXPERIENCES: 175 words

PRODUCT: 100 words

Four/Five Word Story Headline

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RECIPE RECIPE RECIPE

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LAYOUT 2017-A70

HEADLINE: 4 or 5 words

LEDE: 25 words

RECIPES: 52 lines each

SIDEBAR: 100 words



SUBJECT TITLE

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Four/Five Word Story Headline

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WRITERNAME



GETTY IMAGES

LAYOUT 2017-A80

LEDE: 40 words

CAPTION: 50 words per topic

COPY: 100 words per topic

LAYOUT 2017-A10

LEDE: 35 words

COPY: 250 words

Name Lastname OCCUPATION

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WRITERNAME GETTY IMAGES

■ [Top left] Denny Hamlin celebrates in Victory Lane with girlfriend Jordan Fish at Watkins Glen; [top left lower] Kyle Larson, girlfriend Katelyn Sweet and son Owen enjoy a win at Michigan; [top right] NASCAR Camping World Truck Series Michigan pole winner John Wes Townley and girlfriend Laura Bird; [lower left] Joey Logano and wife Brittany at Watkins Glen; [lower right] Kyle Busch with wife Samantha and son Brexton at Indianapolis.

GETTY IMAGES



PRESENTED BY

Four/Five Word Headline SPACE THE FINAL FRONTIER

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.

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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 the A-team.

Space, the final

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

VERY SHORT SUBHEAD

Sidebar. 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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AD

LAYOUT 2017-A50

HEADLINE: 4 or 5 words

COPY: 350 words

SIDEBAR: 200 words

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. A long time ago, in a galaxy far, far away: It is a period of civil war.

SUBJECT TITLE

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WRITERNAME GETTY IMAGES

LAYOUT 2017-A90

HEADLINE: 4 or 5 words

Four/Five COPY-1: 125 words

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 far, far away.

COPY-2: 125 words

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COPY-3: 125 words

COPY-4: 125 words

COPY-5: 125 words

SUBJECT TITLE

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Four/Five Word Headline

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LAYOUT 2017-A95

LEDE: 35 words

COPY: 250 words

COPY BLOCKS: 50 words each

HEADLINE HEAD HEADLINE

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Four/Five Word Story Headline

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DRIVER NAME
YEAR MAKE MODEL

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area which

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CAR FACTS

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LAYOUT 2017-B10

HEADLINE: 4 or 5 words

LEDE: 35 words

COPY: 200 words

FACTS: 75 words

DRIVER NAME
YEAR MAKE MODEL

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WRITERNAME

Four/Five Word Story Headline

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LAYOUT 2017-B20

HEADLINE: 4 or 5 words

LEDE: 90 words

COPY: 40 words per block



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WRITERNAME GETTY IMAGES

PROUDLY
MADE
IN THE USA

PRESENTED BY

Four/Five Word Headline SPACE THE FINAL FRONTIER

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VERY SHORT SUBHEAD

Sidebar. 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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AD

LAYOUT 2017-A50

HEADLINE: 4 or 5 words

COPY: 350 words

SIDEBAR: 200 words

17 STORIES TO WATCH FOR IN 2017

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WRITERNAME GETTY IMAGES

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LAYOUT 2017-B30

LEDE: 50 words

COPY: 850 words

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LAYOUT
2017-B35

COPY (5-2): 550 words

COPY (1): 375 words

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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. ▲

Four/Five Word Story Headline

LAYOUT 2017-B40

HEADLINE: 4 or 5 words

LEDE: 20 words

COPY: 800 words

SIDEBAR: 225 words

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

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FOUR/FIVE WORD SUBHEAD

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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.

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PRESENTED BY

Four/Five Word Headline SPACE THE FINAL FRONTIER

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VERY SHORT SUBHEAD

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AD

LAYOUT 2017-A50

HEADLINE: 4 or 5 words

COPY: 350 words

SIDEBAR: 200 words

AD



Four/Five Word Story Headline SEVEN OR EIGHT WORD SUBHEAD SPACE THE FINAL

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 GETTY IMAGES

Driver Name

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NUMBER

28

INFO

OWNER
NAME LASTNAME

TEAM
GENERIC MOTORSPORTS

SPONSORS
PRIMARY SPONSOR/
SECONDARY SPONSOR

MANUFACTURER
GENERIC CARS

CREW CHIEF
NAME LASTNAME

AD

LAYOUT
2017-C20

LEDE: 20 words

COPY: 350 words

Driver Name

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SPONSORS
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SECONDARY SPONSOR

MANUFACTURER
GENERIC CARS

CREW CHIEF
NAME LASTNAME

AD

LAYOUT 2017-C20

LEDE: 20 words

COPY: 350 words

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TEAM
GENERIC MOTORSPORTS

SPONSORS
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SECONDARY SPONSOR

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AD

LAYOUT 2017-C20

LEDE: 20 words

COPY: 350 words

NUMBER

28



Driver Name

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TEAM
GENERIC
MOTORSPORTS

SPONSORS
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MANUFACTURER
GENERIC CARS

CREW CHIEF
NAME LASTNAME

NUMBER

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GENERIC
MOTORSPORTS

SPONSORS
GENERIC SPONSOR/
SECONDARY SPONSOR

MANUFACTURER
GENERIC CARS

CREW CHIEF
NAME LASTNAME

LAYOUT
2017-C30

COPY: 110 words per driver

Driver Name

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LAYOUT 2017-C40

LEDE: 20 words

COPY: 350 words

NUMBER

28

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TEAM
GENERIC MOTORSPORTS

SPONSORS
PRIMARY SPONSOR/
SECONDARY SPONSOR

MANUFACTURER
GENERIC CARS

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LAYOUT 2017-C20

LEDE: 20 words

COPY: 350 words

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TEAM
GENERIC MOTORSPORTS

SPONSORS
PRIMARY SPONSOR/
SECONDARY SPONSOR

MANUFACTURER
GENERIC CARS

CREW CHIEF
NAME LASTNAME

AD

LAYOUT 2017-C20

LEDE: 20 words

COPY: 350 words

PRESENTED BY


**HEADLINE
HEALDINE**

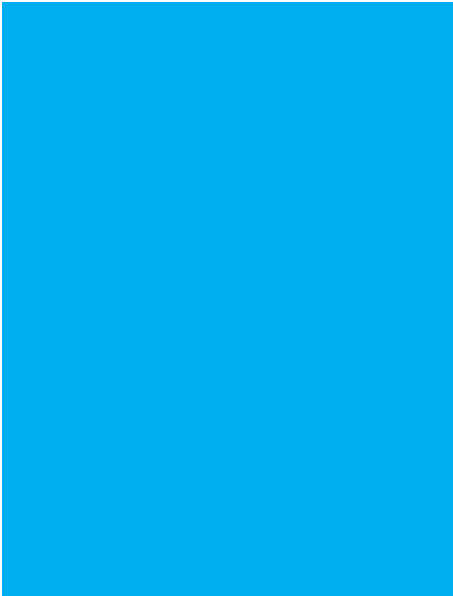
**SUBHEAD SUB
SUB SUBHEAD**

RACE

■ 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.

 GETTY IMAGES

PRESENTED BY



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**HEADLINE
HEADLINE**

**SUBHEAD SUB
SUB SUBHEAD**

RACE

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LAYOUT 2017-C50

LEDE: 35 words

COPY-1: 250 words

COPY-2: 225 words

Four/Five Word Story Headline

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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.
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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

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Track Food

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Terminology

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.

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.

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3Q WITH NASCAR SPRINT CUP SERIES DRIVER XXXXXXXXXXXXXXXXXXXX

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.

LAYOUT 2017-C60

COPY-1: 100 words
COPY-2: 100 words
LEDE: 35 words
3 QUESTIONS: 200 words (total)
BONUS QUESTION: 90 words

and the summit of his knowledge. This is the dimension of imagination. It is an area which we call the Twilight. weapon, the Death Star, an armored space station with enough power to destroy an entire planet. Pursued 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 and the summit of his knowledge.

WRITERNAME GETTY IMAGES

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	FAVORITE DEVICE	FAVORITE CLOTHING	FAVORITE FOOD	ALWAYS CARRY:
PUBLICATION NAME	TECH DEVICE	CLOTHING BRAND	TYPE OF FOOD	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.	Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.	Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.	Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.	Space, the final frontier. These are the voyages of the starship Enterprise. Its five-year mission: to explore strange new worlds and new life.

WRITERNAME GETTY IMAGES

LAYOUT 2017-C65

LEDE: 25 words
COPY BLOCK: 20 words each

IT'S IN THE CAR

LAYOUT 2017-C70

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.

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.

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.

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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.

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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. ▲



**LAYOUT
2017-C80**

COPY: 65 words per tool

Inside the Toolbox of a NASCAR Mechanic

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 of fastening needs. Nickel-plated bar resists corrosion.

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SCAVENGER HUNT

Find these six items on the pages of this edition of *NASCAR Pole Position*. Enter at polepositionmag.com to win!

- ITEM NAME**
Space, the final frontier. These are the voyages of the starship Enterprise.
- ITEM NAME**
Space, the final frontier. These are the voyages of the starship Enterprise.
- ITEM NAME**
Space, the final frontier. These are the voyages of the starship Enterprise.
- ITEM NAME**
Space, the final frontier. These are the voyages of the starship Enterprise.
- ITEM NAME**
Space, the final frontier. These are the voyages of the starship Enterprise.
- ITEM NAME**
Space, the final frontier. These are the voyages of the starship Enterprise.

ENTER TO WIN!

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.

NASCAR Trivia

TEST YOUR RACING KNOWLEDGE WITH THESE EIGHT QUESTIONS!

ANSWERS AT POLEPOSITION.COM

- 1 Space, the final frontier. These are the voyages?**
 - A) There is a fifth dimension
 - B) Beyond that which is known to man
 - C) It is a dimension as vast as space
 - D) And as timeless as infinity
- 2 Space, the final frontier. These are the voyages?**
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- 7 Space, the final frontier. These are the voyages?**
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 - D) And as timeless as infinity
- 8 Space, the final frontier. These are the voyages?**
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 - B) Beyond that which is known to man
 - C) It is a dimension as vast as space
 - D) And as timeless as infinity

Frankly Speaking

Which NASCAR personalities said the following? Find the answers on the *NASCAR Pole Position* magazine Facebook page!

- TOPIC 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."
- TOPIC HEADLINE**
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"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."

WRITERNAME

WORD SEARCH

R L J Z J S C A N N I N G P R O B E G M W D
 L A S F I B E R A L I G N M E N T N T C K G
 G S T U C E L L S O R T I N G S I P C O K C
 O S E O P J S Y O I Q X F S Q D S R N M N A
 P E I L M E Y C L C V I R Z A X X O A P L B
 T L L B E I R P G V C P D E T I Z T U U E R
 I E R I W C C R H I X B R S O Y L E U T E O
 C C Z O G R T F E E I H V V M X R I N E N P
 A T V I S
 L I M M O
 D V R A C
 E E D G C
 L P C I K
 A L B N C
 Y A Z G E
 L N A L L
 I E O H M
 N M H G P
 E P Q S I
 S C A N N
 U H W K D
 E L I N T E R F E R O M E T R Y Q B C P C Y

LAYOUT 2017-C80

SCAVENGER HUNT: 15 words each

COPY-1: 60 words

QUOTES: 35 words each

TRIVIA: 10-18 words each; 4 answers each

WORD SEARCH: 20-40 words

WORD BANK

- Space
- Starship
- Enterprise
- Galaxy
- Night
- Space
- Starship
- Enterprise
- Galaxy
- Night
- Space
- Starship
- Enterprise
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- Space
- Starship
- Enterprise
- Galaxy
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- Enterprise
- Galaxy
- Night
- Space
- Starship
- Enterprise
- Galaxy

DriverName

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BIRTHDATE

■ April 29, 1951

BIRTHPLACE

■ Kannapolis, N.C.

NOTABLE SPONSORS

■ Wrangler Jeans
■ GM Goodwrench

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“ QUOTE. 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. ”

**CHAMPION RESPECT
THE INTIMIDATOR
LEADERSHIP
INTENSITY CHAMPION**

BEST SEASON

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RECORD-SETTER

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THE NO. XX CAR



KNOWN FOR

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WRITERNAME GETTY IMAGES

AD

**LAYOUT
2017-D10**

LEDE: 35 words

COPY: 250 words

QUOTE: 30 words

ADJECTIVES: Up to 8 words

BEST SEASON: 50 words

RECORD-SETTER: 50 words

KNOWN FOR: 50 words

19xx: One-Line Headline

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SEASON RECAP

DATE	CIRCUIT	WINNER
January 21	Riverside International Raceway	Mark Donohue
February 18	Daytona International Speedway	Richard Petty
February 25	Richmond Fairgrounds Raceway	Richard Petty
March 18	North Carolina Speedway	David Pearson
March 25	Bristol International Speedway	Cale Yarborough
April 1	Atlanta International Raceway	David Pearson
April 8	North Wilkesboro Speedway	Richard Petty
April 15	Darlington Raceway	David Pearson
April 29	Martinsville Speedway	David Pearson
May 6	Alabama International Motor Speedway	David Pearson
May 12	Nashville Speedway	Cale Yarborough
May 27	Charlotte Motor Speedway	Buddy Baker
June 3	Dover Downs International Speedway	David Pearson
June 10	Texas World Speedway	Richard Petty
June 17	Riverside International Raceway	Bobby Allison
June 24	Michigan International Speedway	David Pearson
July 4	Daytona International Speedway	David Pearson
July 8	Bristol International Speedway	Benny Parsons
July 22	Atlanta International Raceway	David Pearson
August 12	Alabama International Motor Speedway	Dick Brooks
August 25	Nashville Speedway	Buddy Baker
September 3	Darlington Raceway	Cale Yarborough
September 9	Richmond Fairgrounds Raceway	Richard Petty
September 16	Dover Downs International Speedway	David Pearson
September 23	North Wilkesboro Speedway	Bobby Allison
September 30	Martinsville Speedway	Richard Petty
October 6	Charlotte Motor Speedway	Cale Yarborough
October 20	North Carolina Speedway	David Pearson

AD

**LAYOUT
2017-D20**

LEDE: 35 words

COPY: 250 words each

NEWS ITEMS (3): Up to 7 words each

BEST DRIVER: 75 words

BEST RACE: 75 words

TOP CARS (2): 15 words each

19XX

PRESIDENT: XXXXXXXXXXXXXXXX

NO. 1 SONG: XXXXXXXXXXXXXXXX

NO. 1 BOX OFFICE: XXXXXXXXXXXXXXXX

HEADLINE NEWS ITEM NO. 1

HEADLINE NEWS ITEM NO. 2

HEADLINE NEWS ITEM NO. 3

BEST DRIVER

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BEST RACE

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.

TOP CARS

SPACE, THE FINAL frontier. These are the voyages of the starship Enterprise. Its five-year mission.

A LONG TIME ago, in a galaxy far, far away: It is a period of civil war. Rebel spaceships, striking.

XFINITY SERIES



NAME LASTNAME

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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.

CAREER STATS

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CAMPING WORLD

TRUCK SERIES



NAME LASTNAME

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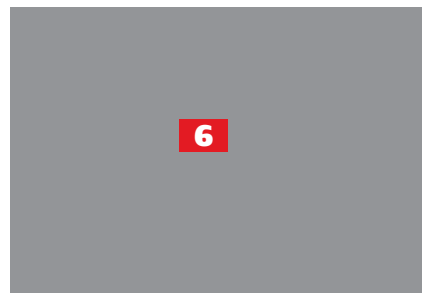
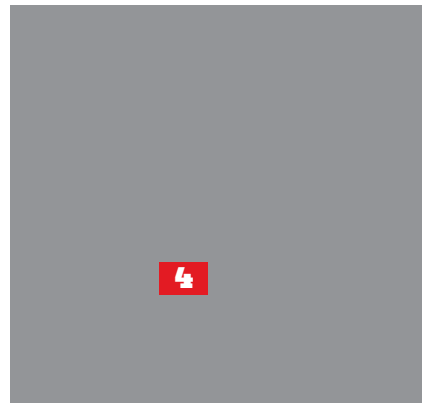
AD

LAYOUT 2017-D30

COPY-1: 250 words each

COPY-2: 50 words each

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2 PRODUCT TITLE

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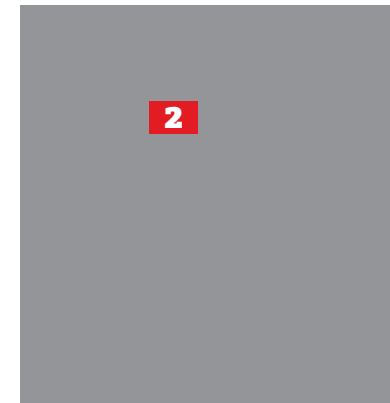
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6 PRODUCT TITLE

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2 PRODUCT TITLE

Copy. 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

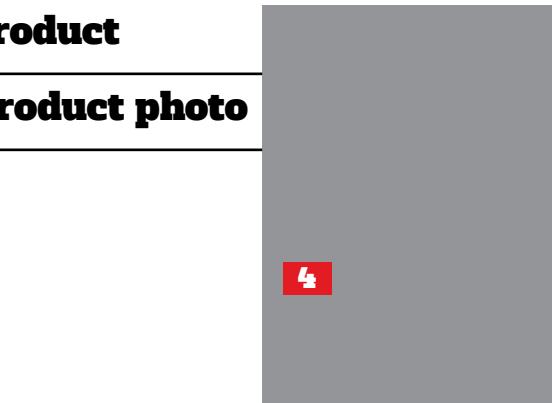
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4 PRODUCT TITLE

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LAYOUT 2017-GEAR

COPY: 100 words per product

IMAGE: One high-res product photo



NASCAR SPRINT CUP SERIES

Feb. 13	Daytona International Speedway
Feb. 18	Daytona International Speedway
Feb. 21	Daytona International Speedway
Feb. 28	Atlanta Motor Speedway
March 6	Las Vegas Motor Speedway
March 13	Phoenix International Raceway
March 20	Auto Club Speedway
April 3	Martinsville Speedway
April 9	Texas Motor Speedway
April 17	Bristol Motor Speedway
April 24	Richmond International Raceway
May 1	Talladega Super Speedway
May 7	Kansas Speedway
May 15	Dover International Speedway
May 20	Charlotte Motor Speedway
May 21	Charlotte Motor Speedway
May 29	Charlotte Motor Speedway
June 5	Pocono Raceway
June 12	Michigan International Speedway
June 26	Sonoma Raceway
July 2	Daytona International Speedway
July 9	Kentucky Speedway
July 17	New Hampshire Motor Speedway
July 24	Indianapolis Motor Speedway
July 31	Pocono Raceway
Aug. 7	Watkins Glen International
Aug. 20	Bristol Motor Speedway
Aug. 28	Michigan International Speedway
Sept. 4	Darlington Raceway
Sept. 10	Richmond International Raceway
Sept. 18	Chicagoland Speedway
Sept. 25	New Hampshire Motor Speedway
Oct. 2	Dover International Speedway
Oct. 8	Charlotte Motor Speedway
Oct. 16	Kansas Speedway
Oct. 23	Talladega Superspeedway
Oct. 30	Martinsville Speedway
Nov. 6	Texas Motor Speedway
Nov. 13	Phoenix International Raceway
Nov. 20	Homestead-Miami Speedway

NASCAR XFINITY SERIES

Feb. 20	Daytona International Speedway
Feb. 27	Atlanta Motor Speedway
March 5	Las Vegas Motor Speedway
March 12	Phoenix International Raceway
March 19	Auto Club Speedway
April 8	Texas Motor Speedway
April 16	Bristol Motor Speedway
April 23	Richmond International Raceway
April 30	Talladega Superspeedway
May 14	Dover International Speedway
May 28	Charlotte Motor Speedway
June 4	Pocono Raceway
June 11	Michigan International Speedway
June 19	Iowa Speedway
July 1	Daytona International Speedway
July 8	Kentucky Speedway
July 16	New Hampshire Motor Speedway
July 23	Indianapolis Motor Speedway
July 30	Iowa Speedway
Aug. 6	Watkins Glen International
Aug. 13	Mid-Ohio Sports Car Course
Aug. 19	Bristol Motor Speedway
Aug. 27	Road America
Sept. 3	Darlington Raceway
Sept. 9	Richmond International Raceway
Sept. 17	Chicagoland Speedway
Sept. 24	Kentucky Speedway
Oct. 1	Dover International Speedway
Oct. 7	Charlotte Motor Speedway
Oct. 15	Kansas Speedway
Nov. 5	Texas Motor Speedway
Nov. 12	Phoenix International Raceway
Nov. 19	Homestead-Miami Speedway

NASCAR CAMPING WORLD TRUCK SERIES

Feb. 19	Daytona International Speedway
Feb. 27	Atlanta Motor Speedway
April 2	Martinsville Speedway
May 6	Kansas Speedway
May 13	Dover International Speedway
May 20	Charlotte Motor Speedway
June 10	Texas Motor Speedway
June 18	Iowa Speedway
June 25	Gateway Motorsports Park
July 7	Kentucky Speedway
July 20	Eldora Speedway
July 30	Pocono Raceway

Aug. 17	Bristol Motor Speedway
Aug. 27	Michigan International Speedway
Sept. 4	Canadian Tire Motorsport Park
Sept. 16	Chicagoland Speedway
Sept. 24	New Hampshire Motor Speedway
Oct. 1	Las Vegas Motor Speedway
Oct. 22	Talladega Superspeedway
Oct. 29	Martinsville Speedway
Nov. 4	Texas Motor Speedway
Nov. 11	Phoenix International Raceway
Nov. 18	Homestead-Miami Speedway