008179Lg9.25x11.25 12/7/00 12:13 PM Page 1

9.25"
7.75"
7"

YOU SEE A STREET. WE SEE A RIVER.

One day you don't own waterfront property. The next day, thanks to a flood, you do.

Sound far-fetched? Consider this. Over one-fourth of all flood insurance claims come from neighborhoods not considered high risk. Neighborhoods just like yours.

Fact is, more and more ground is now covered by malls, buildings and streets, which leaves fewer opportunities for rainwater to be absorbed into the soil. And at the end of the day, it has to go somewhere.

There are answers though. One is *Project Impact: Building Disaster Resistant Communities.* This initiative helps individuals, businesses and communities take proactive steps that could prevent damage before disaster strikes. Simple things that can make all the difference, both to your property and to the things you can't put a price tag on.

Another answer is National Flood Insurance. It's easy to get through your local insurance agent. Plus, it could cost just a little more than $100 a year, depending on where you live and the coverage you choose. And, it's backed by the Federal Government. See for yourself.

CALL NOW - 1 888 724 6636 (TDD# 1 800 427 5593) or talk to your insurance agent. www.floodalert.fema.gov

FEMA's National Flood Insurance Program-working with Project Impact to build disaster resistant communities.

PROJECT IMPACT

BE FLOOD ALERT

NATIONAL FLOOD INSURANCE PROGRAM

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9.75"
10.5"
11.25"

AD CODE: M6276

Cyan Magenta Yellow Black

JOB: FE_12781-01_pass05/PE	**CLIENT:** Fema	**PON:** 12221	**COLORS:** 4/c
PUB/ISSUE: US News 9/16	**AD:** Jan Arnason x5391	**CW:** David Nobay	**PROD:** Brian Hearn x5167
TRAFFIC: Scott Melendez x5564	**AE:** Jennifer Baez x5662	**PLATE:**	**LINE SCREEN:** N/A
GALLEY#: 1	**TRIM:** 7.75 x 10.5	**BLEED:** 9.25 x 11.25	**SAFETY:** 7 x 9.75
DATE: 9/26/00 - 4:44 PM	**USER:** Alexis	**MACHINE:** Flatbush	**PREVIOUS USER:** pgreene
PREV MACHINE: Flatbush	**CREATED BY:**	**CREATED:** 4/19/00 - 5:33 PM	

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FONTS: B Helvetica Bold, Helvetica, TradeGothic BoldCondTwenty
IMAGES: img:6 Water&St.eps @ 130%

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Client: Bozell Date 10/12/00
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AGENCY #

FEMA M6276
PREFLIGHT PRESS PLATES

- ☐ Print out separations next pass*
- ☐ Make indicated revisions
  - ☐ Imaging ☐ Art Production
- ☐ OK—Passed to Print Production
  - ☐ Approved for download

*Please specify all colors, spot colors tints (%), and/or any CPS numbers of companion pieces for reference. If specific information is not known or available, supply or indicate what you wish to match. 100% black is understood and need not be called out.

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