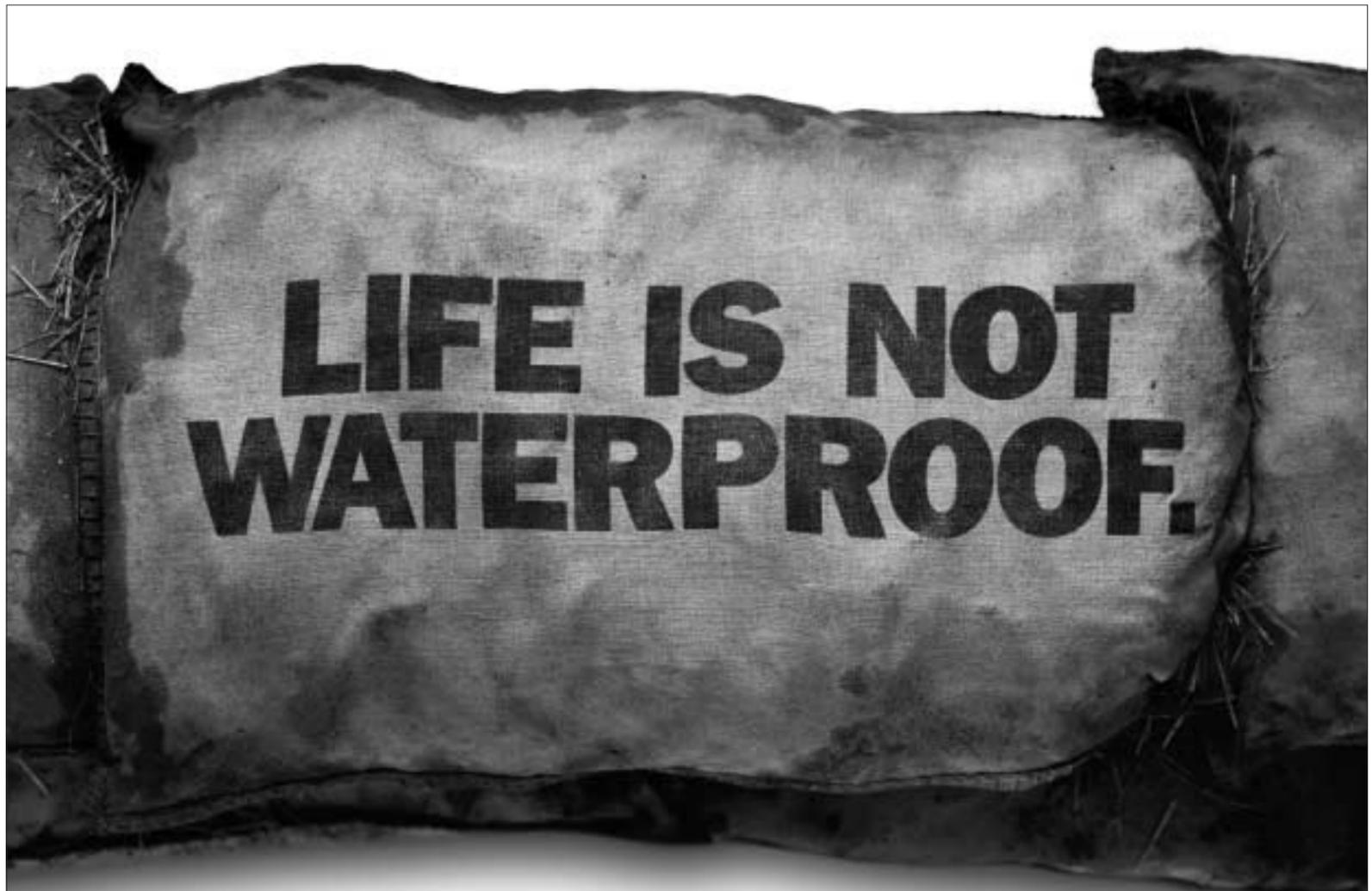


9.125"  
8.625"



12"  
12.5"

**If you're like most people, you figure floods only happen to other people. And you may think that even if your home is flooded, your homeowner's policy would cover it.**

**Unfortunately, floods can happen practically anywhere. In the past three years, they've hit homes and businesses in all 50 states. And homeowner's policies don't cover flood damage.**

**That's why you should talk with us about National Flood Insurance. It's easy to get, it's backed by the Federal Government and it could cost just a little more than \$100 a year, depending on where you live and the coverage you choose.**

**Life may not be waterproof, but your insurance coverage should be.**



The National Flood Insurance Program is administered by the Federal Emergency Management Agency.

AD CODE: M6408

PROD	
QC	
PR	
AE	
CW	
AD	
CR DR	DATE:
AC DR	TIME:

JOB: FE\_12840-07\_pass03pe CLIENT: FEMA PO#: 12280 COLORS: B/W  
 PUB/ISSUE: Life is Not/4 col AD: Jan Arnason x5391 CW: PROD: Brian Hearn  
 TRAFFIC: Scott Melendez AE: Jennifer Baez PLATE: LINE SCREEN: 85  
 GALLEY#: 1 TRIM: 9.125 x 12.5 BLEED: non bleed SAFETY: 8.625 x 12  
 DATE: 8/28/00 - 5:23 PM USER: D. Gerndt MACHINE: BZNYCPS\_tjackson PREVIOUS USER:  
 c tsanos  
 PREV MACHINE: BZNYCPS\_tjackson CREATED BY: Wes CREATED: 8/23/00 - 7:04  
 PM  
 DOC PATH: Jaz 1GB:FE\_12840-07\_pass03pe.job:FE\_12840-07\_pass03pe  
 FONTS: FC-FranklinGothic-DemBld, FC-FranklinGothic-Mdm, Helvetica  
 IMAGES: fema patch logo b&w.eps @ 157%, FE\_Sandbag/Life.EPS @ 94.5%

**AGENCY #**  
**FEM GEN M6408**

**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.

**THIS ADVERTISEMENT  
PREPARED BY BOZELL, NY**