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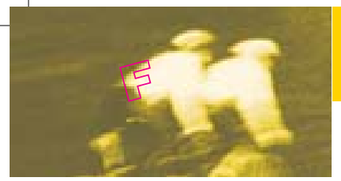

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Business Partner logo

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SWG Business Partner emblem

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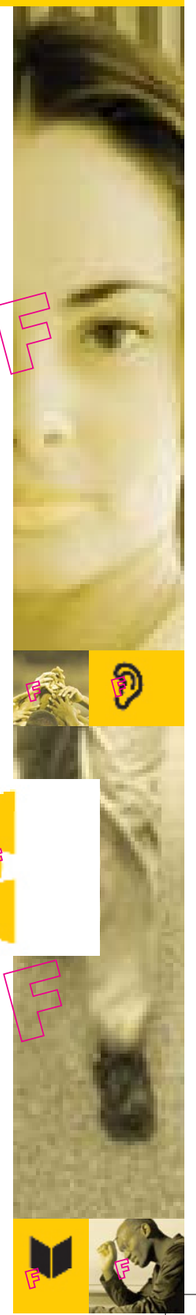

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WBM

Client: **IBM**
Job Number: **IBM-LTC-O21206**
Product: **LOTUS COOKBOOK**
Description: **LOTUS BUSINESS PARTNER**
Publication: **n/a**
Space/Unit: **n/a**
Issue Date: **4/15/02**
Code/Extension: **n/a**
Account Executive: **T. Einziger x3261**
Asst. Account Executive: **K. Yee x3141**
Art Director: **D. Healy x3280**
Copywriter: **n/a**
Customer Service Rep: **Lisa Garcia**
Production Manager: **A. Marasovic x3396**
Production Associate: **M. Mitchell x3734**
Cost Control: **n/a**
Vendor: **Studio**

File Name: Form 1 **F5 R4 T1**

Front cover headline
IBM Helvetica-condensed bold 20pt/20pt

Front cover Subhead
IBM Helvetica-condensed bold 16pt/20pt

Small Subhead
IBM Helvetica-condensed bold 13pt/20pt

Back cover headline
IBM Helvetica-condensed bold 20pt/14pt

Back cover subhead
IBM Helvetica-condensed regular 12pt/14pt

Back cover body
IBM Helvetica-condensed light 9pt/14pt

Back cover small copy
IBM Helvetica-condensed light 7pt/8pt

Legal
IBM Helvetica-condensed light 6pt/8pt

Notes to Production for replacing FPO art in templates:

1) All art work marked FPO must be replaced.
2) Lotus art files must be prepared in CMYK or Two Color. Refer to the Lotus Cookbook for these options.
3) Business Partner art files must be prepared in Two Color. Refer to the Lotus Cookbook for all the approved colors.
4) Option for PMS color pending FPO logo

LOTUS DM SLIM JIM (INSIDE)

21206 IBM-LTC-O LOTUS BUSINESS PARTNER
F5 R4 T1 Form 2 Studio 212-941-3276 4/18/2002 St22 sc

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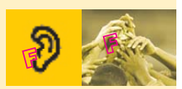
Call to action line goes here.

Go to **ibm.com**/software/lotus/xxxx
or call **1 XXX XXX-XXXX.**



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4" 4" 3.937"

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Production Manager: **A. Marasovic x3396**
Production Associate: **M. Mitchell x3734**
Cost Control: **n/a**
Vendor: **Studio**

File Name: Form 2 **F5 R4 T1**

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Inside Headline
IBM Helvetica-condensed bold 20pt/13pt

Inside Subhead
IBM Helvetica-condensed regular 11pt/13pt

Inside body
IBM Helvetica condensed light 10pt/16pt

Call to action
IBM Helvetica-condensed bold 19pt/25pt

Call to action copy
IBM Helvetica-condensed light 16pt/25pt

Call to action bold
IBM Helvetica-condensed light 16pt/25pt