



lunchbox, in: nyc

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Take full advantage of NYC with the IN:NYCSM Card, the no-fee credit card from American Express that wants to wine and dine you. You can carry a balance, earn points wherever you use it, and share points with pals to get rewards that much sooner (besides, who wants to go to SUSHISAMBA alone?). **RSVP at innyc.com**

Ad No.: **SP-04-2** Job No.: **K417169**
Client: **AP** Product: **SP**
Ad Title: **Sushi Chef**

This advertisement prepared by: **Ogilvy & Mather**
To appear in: **Std. Pubs: Paper, Metro Source, NY Magazine, Time Out NY**
Size/Color: **Page 4/C Bleed**
Bleed: **9.0" x 12.0"** Trim: **7.875" x 10.5"** Safety: **7.0" x 9.75"**
Art Director: **D. Fox** Copywriter: **A. Sinert**
Print Producer: **J. Burke** Traffic: **M. Lendo**
GSI No.: **K417169 Di9 1B3**

| <i>Ogilvy</i> Approvals | |
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| PRODUCTION | _____ |
| CLIENT | _____ |

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OUTPUT FROM ZIP

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DOC PATH: GSI Production: A-G:Amex:K417169:K417169 Di9 1B3 **GALLEY:** 1 **TIMESTAMP:** Wednesday, September 22, 2004 8:05:59 PM
TERMINAL: Digital 6 **OPERATOR:** sy **PROOF:** 3 **CLIENT:** AMEX **OUTPUT:** zip; 2 fierys
FONTS: Agenda LightUltraCondensed, Agenda Bold, Agenda Medium, Unvers 55 Roman, Unvers 65 Bold, Wendy Bold
IMAGES: approval box.eps, Sushi_01.eps, AMEX_BluBox-hi_CMYK.eps, NYC.straight.v3a_ClipEdge.eps