# football program ad examples Ebook

**Football program ad examples** are an essential component of sports marketing, providing teams, sponsors, and local businesses with an effective platform to reach passionate fans, boost brand visibility, and generate revenue. Whether you're a team manager looking to design compelling advertisements or a business owner seeking inspiration for your next promotional campaign, understanding the various types of football program ads and their best practices can significantly enhance your marketing efforts. In this comprehensive guide, we will explore a variety of football program ad examples, discuss their features, and provide tips on creating impactful advertisements that resonate with your target audience.

## Understanding Football Program Ads

Football program ads are advertisements placed within the official game programs distributed to attendees before, during, and after matches. These programs serve as souvenirs and informational guides, making them prime real estate for advertisers. The ads can range from simple text listings to elaborate full-page graphics, depending on the budget and marketing goals.

Benefits of Advertising in Football Programs

- High Engagement: Attendees often spend time flipping through the program, increasing ad exposure.
- Targeted Audience: Reach dedicated sports fans and local community members.
- Brand Visibility: Establish brand presence in a memorable, collectible format.
- Support for Community Initiatives: Demonstrate community involvement and support local teams.

## Popular Types of Football Program Ad Examples

Different advertisers leverage various ad formats within football programs. Here are some common types with real-world examples:

### 1. Full-Page Advertisements

Full-page ads offer maximum visibility and are ideal for major sponsors or brands seeking a strong visual impact. These ads often feature bold graphics, vibrant colors, and compelling calls to action.

Example:

A local auto dealership might use a full-page ad with a high-quality image of their latest model, alongside a promotional message like "Drive into the Game Day with Special Discounts!"

## 2. Half-Page and Quarter-Page Ads

These smaller ad spaces are cost-effective options perfect for local businesses or smaller sponsors. They can be used for simple text promotions, logos, or small graphics.

Example:

A restaurant might place a quarter-page ad with their logo, opening hours, and a special offer such as "Half-Off Appetizers Every Friday Night."

## 3. Business Card and Text Listings

This minimal ad format typically includes only contact information and a brief message. It?s suitable for small businesses or individual sponsors.

Example:

A freelance graphic designer might list their name, phone number, and a tagline like "Creative Designs for Your Team?s Needs."

## 4. Banner and Inline Ads

These are smaller graphic ads embedded within the program pages, often placed near relevant content, such as game schedules or team rosters.

Example:

A sports apparel store might feature a banner ad next to the team roster, highlighting their latest merchandise.

## 5. Sponsor Spotlights and Featured Ads

Some programs dedicate pages or sections to highlight major sponsors with detailed descriptions, testimonials, or special offers.

Example:

A local bank might have a page describing their community programs and offering exclusive

financial services for fans.

## Design Tips for Effective Football Program Ads

Creating impactful ads requires a strategic approach. Here are some essential design tips:

### 1. Clear and Concise Messaging

Keep your message straightforward and easy to understand at a glance. Use compelling headlines and a strong call-to-action (CTA).

### 2. Visual Appeal

Utilize high-quality images, vibrant colors, and clean layouts to grab attention. Make sure your branding elements are prominent.

### 3. Consistency with Brand Identity

Align your ad?s design with your overall branding?colors, fonts, logo placement?to ensure recognition.

### 4. Contact Information and CTA

Always include essential contact details and a clear CTA, such as ?Visit Us Today,? ?Call for a Free Quote,? or ?Follow Us on Social Media.?

### 5. Consider the Audience

Design ads that appeal specifically to football fans and the local community?think sports themes, team colors, and community-focused messaging.

## Examples of Creative Football Program Ad Campaigns

To inspire your ad design, here are some creative football program ad examples from various sectors:

### 1. Local Business Sponsorship

A small business might create a colorful, energetic ad featuring the team?s mascot, with a message like ?Proud Sponsor of Your Local Team ? Visit Us for Great Deals!?

### 2. Corporate Partnership

A corporate sponsor could develop an ad showcasing their commitment to community development, alongside their logo and a promotional offer, e.g., ?Supporting Our Community ? 20% Off for Fans!?

### 3. Non-Profit and Community Outreach

Non-profit organizations can use the program space to promote upcoming charity events, emphasizing community engagement and goodwill.

## Maximizing ROI with Your Football Program Ads

To ensure your advertisement achieves its intended impact, consider these strategies:

- Target the Right Audience: Understand the demographics of game attendees and tailor your message accordingly.
- Offer Promotions or Discounts: Incentivize fans to visit or contact your business.
- Leverage Visuals and Branding: Use team colors and mascots to create a connection with fans.
- Track Results: Use unique promo codes or dedicated contact points to measure ad effectiveness.
- Build Relationships with the Program Publisher: Collaborate with the program publisher for premium placement and design support.

## Conclusion

**Football program ad examples** demonstrate the versatility and effectiveness of print advertising within sports communities. From full-page vibrant visuals to simple text listings, each ad format offers unique opportunities to connect with fans and promote brands. The key to successful advertising lies in creative design, targeted messaging, and strategic placement. By studying effective examples and implementing best practices, businesses and sponsors can maximize their exposure, foster community goodwill, and drive tangible results.

Whether you?re a seasoned marketer or new to sports advertising, leveraging the power of football program ads can elevate your brand presence and create lasting impressions among passionate football fans. Start planning your next football program ad campaign today and watch your engagement soar!

Football program ad examples are a vital component of game-day marketing and community engagement for high school, college, and professional teams alike. These advertisements not only serve as a source of revenue but also as a powerful platform to showcase team spirit, honor players,

and connect with fans. Whether through traditional print ads, digital placements, or creative in-program designs, effective football program ads can leave a lasting impression and boost team visibility. In this guide, we?ll explore various football program ad examples, analyze what makes them successful, and provide tips to craft compelling advertisements that resonate with your audience.

The Importance of Football Program Ads

Before diving into specific examples, it's essential to understand why football program ads matter:

- Revenue Generation: Ads help fund the production of the programs themselves and other team expenses.
- Community Engagement: Local businesses, alumni, and families often advertise to support the team and reach their community.
- Brand Building: Creative ads reinforce team branding, values, and legacy.
- Player Recognition: Ads provide opportunities to highlight standout players, coaches, or milestones.

Types of Football Program Ads

- Local Business Advertisements

Small businesses often partner with teams to advertise in programs. These ads typically include:

- Business name and logo
- Contact information
- Special offers or slogans
- Visuals of products or services

- Personal Messages & Congratulations Ads

Parents, relatives, and fans often purchase ads to congratulate players or commemorate special occasions such as senior nights.

- Sponsor Ads

Larger companies or organizations may buy premium spots to maximize exposure, often with more polished and impactful designs.

- In-Memoriam & Honorary Ads

Some programs include ads honoring former players, coaches, or community figures, adding a sentimental touch.

Examples of Effective Football Program Ads

Example 1: The Classic Local Business Ad

Design Elements:

- Clear logo placement
- Bold headline (e.g., ?Support Local! Visit Joe?s Pizza?)
- Bright colors matching team theme
- Call-to-action (e.g., ?Mention Football Program for 10% Off?)

Why it works:

This ad leverages local pride and provides a tangible benefit, encouraging community support. It?s straightforward and visually appealing.

Example 2: The Personal Congratulatory Message

Design Elements:

- A heartfelt message with a photo of the player
- Use of team colors for consistency
- Simple but emotional font choices

Why it works:

Personal messages resonate emotionally, creating a sense of community and pride. Including a photo personalizes the ad and draws attention.

Example 3: The Premium Sponsor Advertisement

Design Elements:

- High-quality logo and branding
- Dynamic imagery showing the product or service in action
- Bold, clean typography
- A tagline emphasizing partnership with the team

Why it works:

This type of ad demonstrates professionalism and positions the sponsor as a key supporter, often with a larger space allocation.

Example 4: The In-Memoriam Tribute

Design Elements:

- Black and white or subdued color scheme
- A respectful photo
- Simple heartfelt message
- Quotes or memories

Why it works:

It honors the legacy of community members or former players, fostering a sense of history and shared identity.

Creative Strategies for Football Program Ads

To craft compelling football program ad examples, consider these strategies:

- Use Team Colors and Branding

Ensure ads align with the team?s colors, logos, and overall branding. Consistency builds recognition and professionalism.

- Incorporate High-Quality Visuals

Images should be clear, relevant, and eye-catching?whether action shots, team photos, or product images.

- Keep the Message Clear and Concise

Your ad should communicate its purpose quickly. Use strong headlines and minimal text for maximum impact.

- Include a Call-to-Action

Encourage readers to visit, call, or participate?for example, ?Visit us today,? ?Support local businesses,? or ?Congratulate your favorite player.?

- Highlight Special Offers or Events

Limited-time discounts or event promotions can motivate immediate action.

Design Tips for Effective Football Program Ads

- Balance Text and Visuals: Don?t overcrowd; leave space for readability.
- Use Bold Fonts for Headlines: Capture attention immediately.
- Maintain Consistent Color Schemes: Match team colors to reinforce branding.
- Prioritize Readability: Choose fonts and sizes that are easy to read at glance.
- Test Different Layouts: Use mock-ups to see what layout best highlights your message.

Common Mistakes to Avoid

- Overloading with Information: Keep content focused; too much clutter diminishes impact.
- Using Low-Quality Images: Blurry or pixelated visuals look unprofessional.
- Ignoring Branding Consistency: Contradictory colors or fonts weaken recognition.
- Lack of a Clear Call-to-Action: Make it obvious what you want viewers to do next.
- Neglecting the Audience: Tailor ads to appeal to the community, fans, or potential customers.

Final Tips for Successful Football Program Ads

- Start Early: Coordinate with the program publisher to secure ad space in advance.
- Collaborate with Local Businesses: Offer package deals or discounts for multiple ads.
- Leverage Digital Platforms: Complement print ads with social media promotions for broader reach.
- Personalize When Possible: Custom messages or player photos increase engagement.
- Measure Impact: Track responses or special offers to evaluate ad effectiveness.

Conclusion

Football program ad examples showcase the diversity and creativity possible in sports marketing. From simple local business ads to heartfelt tributes, the key lies in aligning visuals, messaging, and branding to create memorable impressions. By understanding the objectives behind these ads and applying best practices in design and content, teams and sponsors can maximize their impact, foster community pride, and generate valuable support for their programs. Whether you?re designing your own ads or analyzing successful examples, remember that authenticity, clarity, and community focus are the cornerstones of effective football program advertising.

QuestionAnswer What are key elements to include in an effective football program ad? An effective football program ad should include eye-catching visuals, clear call-to-action, team highlights, game dates and locations, sponsorship logos, and contact information to attract and engage fans. How can social media be utilized in football program ad campaigns? Social media can be used to share teaser images, behind-the-scenes content, interactive posts, and live updates, increasing outreach and engagement for the football program. What are some creative design ideas for football program ads? Creative ideas include using action-packed photos, bold typography, team mascots, themed color schemes, and incorporating player quotes or slogans to make the ad stand out. How important is branding consistency in football program ads? Branding consistency is crucial as it reinforces team identity, builds recognition, and ensures that all marketing materials, including ads, reflect the team's visual style and messaging. What digital tools can help create compelling football program ads? Tools like Adobe Photoshop, Canva, Figma, and Adobe Spark are popular for designing professional-looking ads with customizable templates and easy editing features. How can football programs target specific audiences with their ads? By tailoring messaging, visuals, and distribution channels?such as local newspapers, social media platforms, and community events?they can effectively reach fans, families, and local supporters. What role do sponsorships play in football program ad examples? Sponsorships can be highlighted in ads to showcase community support, generate revenue, and create mutually beneficial promotions that attract local businesses. How often should football program ads be updated during a season? Ads should be updated regularly?before each game, during key events, and for special promotions?to keep content fresh, relevant, and engaging for fans. What are some common mistakes to avoid when designing football program ads? Avoid cluttered layouts, unclear messaging, low-quality images, and inconsistent branding. Clear, concise, and visually appealing designs perform best. Can user-generated content be effective in football program advertising? Yes, incorporating fan photos,

testimonials, and social media posts can increase authenticity, engagement, and community involvement in the ad campaign.

**Related keywords:** football advertising, sports program ads, football promotion ideas, team sponsorship ads, football event marketing, sports program design, football print ads, game day advertising, football sponsorship examples, sports event promotion

## Examples For Sat Essays

**examples for sat essays** are essential resources for students aiming to excel in the SAT Essay section. Understanding what makes a compelling essay can significantly improve your score and boost your confidence. In this comprehensive guide, we will explore various examples for SAT essays, analyze how to incorporate them effectively, and provide strategies for crafting persuasive and well-structured responses. Whether you're a first-time test-taker or looking to improve your existing score, this article offers valuable insights into the types of examples that resonate with graders and how to use them to your advantage.

## Understanding the Role of Examples in SAT Essays

Before diving into specific examples, it's crucial to understand why examples are so vital in SAT essays. The SAT essay prompts typically ask students to analyze a provided passage, focusing on how the author builds their argument. To do this convincingly, students must support their analysis with clear, relevant examples.

Key Points about Examples in SAT Essays:

- Support your thesis: Examples serve as evidence to back your main argument.
- Demonstrate understanding: Well-chosen examples show that you grasp the passage's themes and techniques.
- Showcase critical thinking: Using varied and insightful examples reflects depth of analysis.
- Engage the reader: Relevant examples make your essay more compelling and persuasive.

## Types of Effective Examples for SAT Essays

Using a variety of examples can strengthen your essay and demonstrate your versatility in analysis. Here are some common types of examples that tend to resonate well with SAT graders:

## 1. Literary Examples

Drawing from classic or contemporary literature provides rich material for analysis.

Examples include:

- Quotes or themes from Shakespeare, Dickens, Austen, or modern authors.
- Literary devices such as symbolism, metaphor, or irony.
- Character analysis or plot examples that illustrate a broader point.

Why they work: Literary examples are often familiar and can be analyzed in depth, showcasing your analytical skills.

## 2. Historical Examples

Historical events and figures are powerful sources of evidence.

Examples include:

- The Civil Rights Movement when discussing justice or equality.
- Winston Churchill during WWII to illustrate resilience.
- The American Revolution for themes of independence.

Why they work: They add credibility and show your ability to connect ideas across different contexts.

## 3. Personal Examples

Personal experiences can make your essay unique and memorable.

Examples include:

- Overcoming adversity to highlight perseverance.
- Leadership roles in school or community projects.
- Personal growth through failure or challenge.

Note: Use personal examples sparingly and ensure they are relevant and appropriate.

## 4. Contemporary Examples

Current events and modern phenomena are highly effective.

Examples include:

- Technology's impact on society.
- Social media movements like MeToo.
- Environmental issues such as climate change.

Why they work: They demonstrate awareness of ongoing societal issues and relevance.

## How to Select the Best Examples for Your SAT Essay

Choosing the right examples is crucial. Here are steps to help you select compelling evidence:

- **Understand the prompt:** Clarify what the prompt asks you to analyze.
- **Identify key themes:** Determine the main ideas or techniques in the passage.
- **Match examples to themes:** Choose examples that directly relate to these themes or techniques.
- **Ensure relevance and clarity:** Select examples that are easy to explain and support your analysis.
- **Vary your examples:** Use different types (literary, historical, personal, current) to showcase breadth.

## Sample SAT Essay Prompts and Examples

To illustrate how to incorporate examples effectively, here are some sample prompts along with example ideas.

### Prompt 1: Analyzing an Author?s Use of Persuasion

Sample passage discusses how an author uses emotional appeals to persuade readers.

Example ideas:

- Refer to Martin Luther King Jr.'s "I Have a Dream" speech, highlighting emotional language.
- Analyze how the use of repetition enhances the emotional impact.
- Connect this to the passage's techniques, illustrating the power of emotional appeals.

### Prompt 2: Discussing the Importance of Resilience

Sample passage emphasizes resilience in overcoming obstacles.

Example ideas:

- Use the story of Thomas Edison?s perseverance during invention failures.
- Draw from historical resilience, such as Winston Churchill?s leadership during WWII.
- Personal example: overcoming academic challenges to succeed.

## Strategies for Incorporating Examples Effectively

Simply listing examples isn?t enough; how you incorporate them matters. Follow these strategies:

- Introduce the example clearly: Provide context briefly before explaining its relevance.
- Explain the connection: Clarify how the example supports your analysis.
- Use specific details: Include concrete facts, quotes, or descriptions.
- Relate back to the thesis: Tie the example directly to your main argument or the passage?s techniques.

## Sample Paragraph Demonstrating Effective Use of Examples

"The author?s use of emotional appeals is reminiscent of Martin Luther King Jr.'s powerful speeches, where repetition and vivid imagery stirred the emotions of listeners. For instance, King?s repeated refrain, 'I have a dream,' served to emphasize hope and unity. Similarly, in the passage, the author employs repetition to evoke feelings of perseverance and resolve. This technique effectively persuades the audience by appealing to their shared values and aspirations, demonstrating the author?s skillful use of emotional language to bolster their argument."

## Additional Tips for Success with SAT Essay Examples

- Practice with diverse examples: Read widely to build a mental library of evidence.
- Stay relevant: Make sure every example directly relates to your analysis.
- Be concise: Integrate examples smoothly without overloading your essay.
- Develop your analysis: Use examples as support, not as the main focus.

## Conclusion: Mastering Examples for SAT Essays

In sum, effective examples for SAT essays span literary works, historical events, personal experiences, and current issues. The key to success lies in selecting relevant, specific, and compelling examples that reinforce your analysis and demonstrate your critical thinking skills. Regular practice in identifying and incorporating diverse evidence will prepare you to craft persuasive essays that impress graders and elevate your SAT score. Remember, the best essays are those that thoughtfully connect examples to the prompt, showcasing your analytical depth and writing prowess. Start building your arsenal of examples today, and approach your SAT essay with confidence and clarity.

Examples for SAT Essays: A Comprehensive Guide to Crafting Effective Analytical Essays

The SAT essay remains a critical component of college admissions for many institutions, demanding students demonstrate their analytical skills by examining a provided text. One of the most challenging aspects for test-takers is understanding what constitutes a strong, well-supported essay, especially when it comes to citing effective examples. In this comprehensive review, we will explore various types of examples suitable for SAT essays, analyze what makes them compelling, and provide guidance on integrating them effectively into your writing.

## Understanding the Role of Examples in SAT Essays

Before diving into specific examples, it?s essential to grasp why examples are crucial in SAT essays. The prompt typically asks students to analyze how an author builds an argument or develops a theme. To do this convincingly, students must cite concrete evidence from the text, including quotations, paraphrases, or references, to support their analysis.

Effective examples serve several purposes:

- Illustrate the author?s techniques: Showing how rhetorical devices, diction, or structure influence the meaning.
- Support analytical points: Providing concrete backing for claims about the author?s intent or effectiveness.
- Engage the reader: Making the essay more persuasive and credible through specific evidence.

The key is selecting examples that are relevant, specific, and well-explained.

## Types of Examples Suitable for SAT Essays

Students can draw from various sources when selecting examples, depending on the prompt and their familiarity. Here are common categories:

## 1. Textual Evidence from the Provided Passage

Since the SAT essay involves analyzing a specific passage, the most directly relevant examples come from the text itself.

- Quotations: Short, impactful lines that exemplify a point.
- Paraphrases: Restating ideas to clarify or emphasize a point.
- Structural elements: Noting how paragraph organization or sentence structure contributes to the overall argument.

Example:

If the passage discusses persuasion, citing a line where the author appeals to ethos or pathos can be powerful.

## 2. Historical and Literary References

Drawing parallels to historical events, philosophical ideas, or literary works can deepen your analysis.

- Historical examples: Refer to well-known events that relate to themes in the passage.
- Literary works: Use characters, themes, or techniques from literature that mirror the author?s approach.

Example:

Referring to the rhetorical strategies of Martin Luther King Jr. when discussing persuasive language.

## 3. Real-World Examples and Current Events

In some cases, bringing in contemporary issues or familiar examples can illustrate a point about human nature, society, or communication.

- Current events: Political debates, social movements, or technological advances.
- Everyday life: Situations students experience that relate to the passage?s themes.

Note: While these are powerful, ensure they are relevant and used judiciously; the focus should remain on analyzing the passage.

### 4. Analogies and Hypotheticals

When suitable, creating analogies or hypothetical scenarios can clarify complex ideas or demonstrate how a technique functions.

Example:

Explaining how a speaker?s use of repetition amplifies a message by comparing it to a chorus in a song.

## Effective Strategies for Selecting and Using Examples

Choosing the right examples is just as important as analyzing them. Below are strategies to maximize their impact.

### 1. Be Specific and Precise

Generic references or vague statements weaken your argument. Instead, cite exact lines or detailed references.

Poor example:

"The author uses strong language."

Better:

"The phrase 'we must act now' employs urgency to persuade the audience."

### 2. Connect Examples Directly to Your Analysis

After citing an example, explicitly explain how it supports your point.

Example:

"By repeatedly emphasizing the need for 'urgent action,' the author appeals to the audience?s sense of responsibility, thereby strengthening their persuasive effect."

### 3. Maintain Relevance

Ensure every example relates directly to the prompt and your thesis. Off-topic examples can dilute your argument.

### 4. Integrate Examples Seamlessly

Embed quotations and references smoothly into your sentences to maintain flow.

Example:

As the author states, "The challenges are insurmountable," highlighting their attempt to evoke a sense of hopelessness.

## Sample Examples for Common SAT Essay Prompts

To illustrate how to select and deploy examples effectively, here are some typical prompts and corresponding example strategies.

### Prompt 1: Analyze how an author builds an argument to persuade the audience.

Example:

Suppose the passage discusses environmental conservation. An effective example could be:

"The author appeals to ethos by citing scientific studies, such as '97% of climate scientists agree that human activity is the primary cause of global warming,' establishing credibility."

Follow this with an explanation of how this appeal builds trust and persuades the audience.

### Prompt 2: Examine the development of a theme or idea in the passage.

Example:

If the theme involves resilience, a relevant example might be:

"The author illustrates resilience through the metaphor of a 'storm that clears the way for new growth,' symbolizing hope and renewal after hardship."

Explain how this metaphor deepens the reader?s understanding of resilience as a continual process.

### Prompt 3: Discuss the effectiveness of stylistic devices in the passage.

Example:

If the passage employs repetition, cite specific instances:

"The repeated phrase 'We cannot afford to wait' emphasizes urgency, compelling the audience to act immediately."

Analyze how this stylistic choice enhances the author?s persuasive goals.

## Building a Library of Effective Examples

To prepare for the SAT essay, students should develop a mental repository of versatile examples across various topics:

- Classic literary works (e.g., Shakespeare, Orwell, Dickinson)
- Historical moments (e.g., Civil Rights Movement, World Wars)
- Current events (e.g., climate change, technological innovation)
- Everyday observations (e.g., family dynamics, school experiences)

By familiarizing yourself with these examples, you can adapt them quickly to different prompts and demonstrate breadth and depth in your analysis.

## Conclusion: Mastering Examples for SAT Essays

Examples are the backbone of a compelling SAT essay. Effective use of specific, relevant, and well-integrated evidence can elevate your analytical writing and persuade your reader of your insight. Remember to:

- Select examples that directly support your analytical points.
- Explain thoroughly how each example contributes to your argument.
- Practice integrating examples smoothly to maintain flow.
- Build a diverse mental library of potential examples from literature, history, current events, and personal observations.

With diligent preparation and strategic thinking, your ability to cite powerful examples will improve, boosting your overall SAT essay score and showcasing your analytical prowess to admissions committees.

QuestionAnswer What are some effective examples to include in an SAT essay about perseverance? Effective examples for an SAT essay on perseverance include stories of famous individuals like Thomas Edison, who faced numerous failures before inventing the light bulb, or

personal anecdotes demonstrating resilience in overcoming challenges. These examples help illustrate the importance of persistence and determination. Can you give an example of a historical event to support an argument about change? Yes, referencing the Civil Rights Movement as an example of societal change through activism and perseverance can strengthen an essay discussing how change is possible through collective effort and determination. What types of literary examples are useful for illustrating themes of courage? Literary examples such as Atticus Finch from 'To Kill a Mockingbird,' who demonstrates moral courage, or Harry Potter, who shows bravery in the face of danger, are effective in illustrating themes of courage in an SAT essay. How can personal experiences serve as examples in an SAT essay? Personal experiences like overcoming a difficult academic challenge or volunteering in a community project can provide authentic, compelling examples that demonstrate qualities like resilience, empathy, or leadership, making your essay more engaging. Are current events good examples for SAT essays, and if so, which ones? Yes, current events can be powerful examples. For instance, discussing climate change initiatives, technological advancements, or recent social movements can make your essay relevant and demonstrate awareness of contemporary issues.

**Related keywords:** SAT essay examples, SAT essay tips, sample SAT essays, SAT essay prompts, SAT essay strategies, high-scoring SAT essays, SAT essay practice, SAT writing examples, SAT essay analysis, effective SAT essay techniques

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