



## The other guys fought clean. We fought dirty.

Rather than fight against strict federal emissions laws for coal-burning power stations, Dominion went above and beyond the requirements to lead the fight for a cleaner environment. Cleaner emissions make for cleaner air, which is good for the millions we serve in more than 20 states — communities where our own families and friends live and work. True to our commitment, Dominion employees have volunteered more than 50,000 hours with Trout Unlimited, The Nature Conservancy and other conservation groups since 2000. In all, Dominion has committed more than \$3.2 billion to fighting dirty. And that, when you come right down to it, is a perfectly fair way to fight.

You can learn more about Dominion at [www.dom.com](http://www.dom.com)

### Specifications - Forbes Ad (due date 9/25 - extension)

Document Size 8"x 10.5"

Margins T: .5 in, B: .25 in, L: 1 in, R: 1 in

Copy Header - PMN Caecilia, 55 Roman, 26/36

Body - PMN Caecilia, 55 Roman, Forced Justified; 8.5/15, Kerning +10

Rule - .5 pt.

Footer - PMN Caecilia, 45 Light, 7 pt.

Placement Logo - Flush with Top and Left Margin

Header - Centered b/t Left and Right Margin

Rule - Centered b/t Left and Right Margin, and b/t baseline of header and top of body copy. (.25")

Body - Flush with Left Margin

Footer - Flush with Left Margin