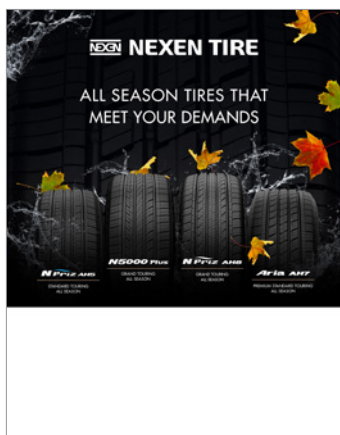


STEP 1. THE PRINT ADS PACKAGE CONTAINS 2 VARIATIONS OF CREATIVE



**BLACK GRADIENT
OR BOX AREA**
(for white or
light-color logos)



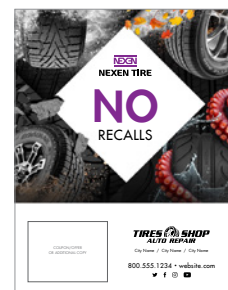
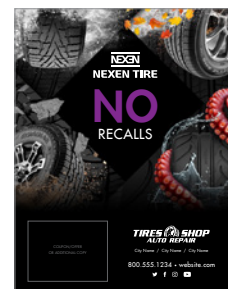
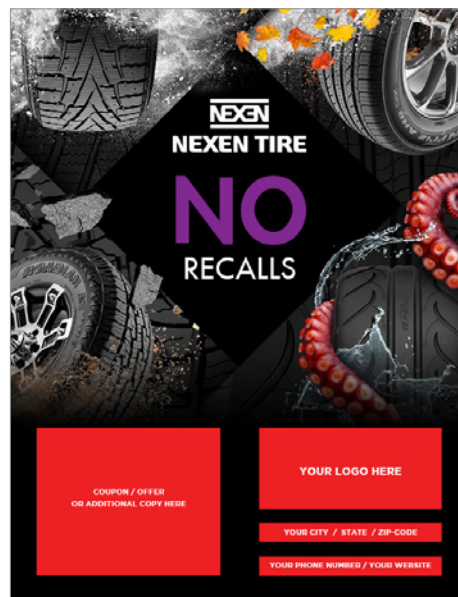
**WHITE GRADIENT
OR BOX AREA**
(for black or
dark-color logos)

NOTE: All available assets are for a standard 8.5" x 11" print ad placement. If other sizes are needed, please contact Nexen Tire's Marketing Department.

STEP 2. PICK THE AD THAT'S RIGHT FOR YOUR BUSINESS

IF YOU HAVE ACCESS TO PHOTOSHOP OR SIMILAR DESIGN SOFTWARE, CHOOSE: BLACK OR WHITE BOTTOM GRADIENT/BOX IMAGES

- Add your logo, location information, phone number, website, and social media icons to the creative.
- Option to add a location coupon for tires or services, or add additional copy pertaining to the shop/dealer location.
- Choose the logo/font color that best fits the ad — full color, reverse white, or black.



CONTENT PLACEMENT SAMPLES ONLY

STEP 3. PRINTING GUIDELINES

ALL PRINT ADS MUST BE SUBMITTED TO NEXEN TIRE'S MARKETING DEPARTMENT BEFORE PLACEMENT

The print ad package contains a standard 8.5" x 11" print ad. Ads include a 1/8" bleed on each side as well. If special size requirements are required or for any questions, please contact Nexen Tire's Marketing Department at Marketing@NexenTireUSA.com.

