

ADVERTISING PLANNER

2023



BEVERLY HILLS *COURIER*

A TRUSTED SOURCE

The Beverly Hills Courier is the #1 source
of local news, surpassing the L.A. Times,
television, radio and internet.



OUR AUDIENCE

BY THE NUMBERS

461K	\$6.9M	\$4.4M	\$12.3B
MEDIAN INCOME	AVG. HOME VALUE	AVG. NET WORTH	TOTAL BUYING POWER

MARKET REACH

100%	73%	55%	24%
BEVERLY HILLS PROPERTIES	BEL AIR PROPERTIES	CENTURY CITY PROPERTIES	WESTWOOD PROPERTIES



COMMUNITY SUPPORT

80 % of residents are regular readers of the Beverly Hills Courier, with 76% frequently purchasing products or services seen in our advertising.

PRINT PAPER

30,000

PRINT CIRCULATION

88,000

AUDIENCE REACH

52

ISSUES PER YEAR

16,939

DIGITAL SUBSCRIBERS

PLACEMENT (PER INSERTION)	RATE	RATE (5X)	RATE (13X)	RATE (26X)	RATE (52X)
FRONT PAGE STRIP	\$6,000	\$5,100	\$4,800	\$4,200	\$3,600
FULL PAGE	\$3,919	\$3,331	\$3,135	\$2,743	\$2,351
HALF PAGE	\$2,222	\$1,889	\$1,778	\$1,555	\$1,333
QUARTER PAGE	\$1,373	\$1,167	\$1,098	\$961	\$824
ADVERTORIAL/SPONSORED CONTENT	\$5,000	\$4,250	\$4,000	\$3,500	\$3,000

BACK PAGE	+35%
PAGE O2	+25%
PAGE O3	+25%

ALL RATES FOR FULL COLOR ONLY. CLASSIFIED PRICING AVAILABLE UPON REQUEST.

FRONT PAGE STRIP
10” W x 1.5”H

FULL PAGE
10” W x 14” H

HALF PAGE (HOR.)
10” W x 7” H

QUARTER PAGE
5” W x 7” H

BEVERLY HILLS *COURIER*

VOL. LVIII NO. 49 DECEMBER 2, 2022 THE NEWSPAPER OF RECORD FOR BEVERLY HILLS BEVERLYHILLSCOURIER.COM

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THE WEATHER, BEVERLY HILLS CA

Friday61° | 51°

Saturday64° | 47°

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Thursday65° | 45°

Overwhelming Response to Holidays at Greystone Event



Photo courtesy city of Beverly Hills

Holidays at Greystone returns this weekend.

BY MICHELE RAPHAEL

The highly anticipated Holidays at Greystone is back again this year and promises to be a very festive event for families ready to celebrate the season. The annual fest, which opened up to reservations in early November, received an overwhelming response, selling out in less than a week, according to organizers. More than 1,600 guests had already made reservations and about 400 people were signed up on the waitlist, as of press time. For those who are lucky to have a scheduled reservation, the event will take

place this weekend, Sat., Dec. 3, and Sun., Dec. 4, from 9 a.m. to 5 p.m., at Greystone Mansion & Gardens. The iconic building and grounds will be transformed into a bedecked indoor-outdoor space, with interactive experiences, multicultural themes and decorations, live music, caroling, dancing, craft-making, and storytelling, and a show in the newly restored Greystone Theatre by the popular Bob Baker Marionette Theater company. Santa and Mrs. Claus and their sleigh will be there, too, with lots of opportunities for photos or for children to share wish lists. See GREYSTONE, page 13

Bosse Signs Historic Declaration at Antisemitism Summit

BY ANA FIGUEROA

Mayor Lili Bosse has signed an historic declaration in Athens, Greece, as part of the second annual Mayors Summit Against Antisemitism. Bosse joined municipal leaders from 53 cities and 23 countries at the summit this week. The event is co-hosted by the Combat Antisemitism Movement and the Center for Jewish Impact in partnership with the Jewish Federations of North America. The inaugural Mayors Summit took place in 2021 as a virtual event hosted by the city government of Frankfurt, Germany. This year's event is in person. Mayor Kostas Bakoyannis, the summit's chair, noted the significance of the Athens setting. "Athens is the birthplace of democracy, and the significant rise of hate and antisemitism we are witnessing around the



Mayor Bosse with Athens Mayor Bakoyannis

world is a threat to our cherished democratic values. That is why this event is so important and timely. We see an insidious spread of antisemitism, so there is a need to fight this scourge at the local level as well as to see how these trends are global and learn best practices from each other towards See ANTISEMITISM, page 10

State Rejects Beverly Hills' Housing Plan

BY MATTHEW BLAKE

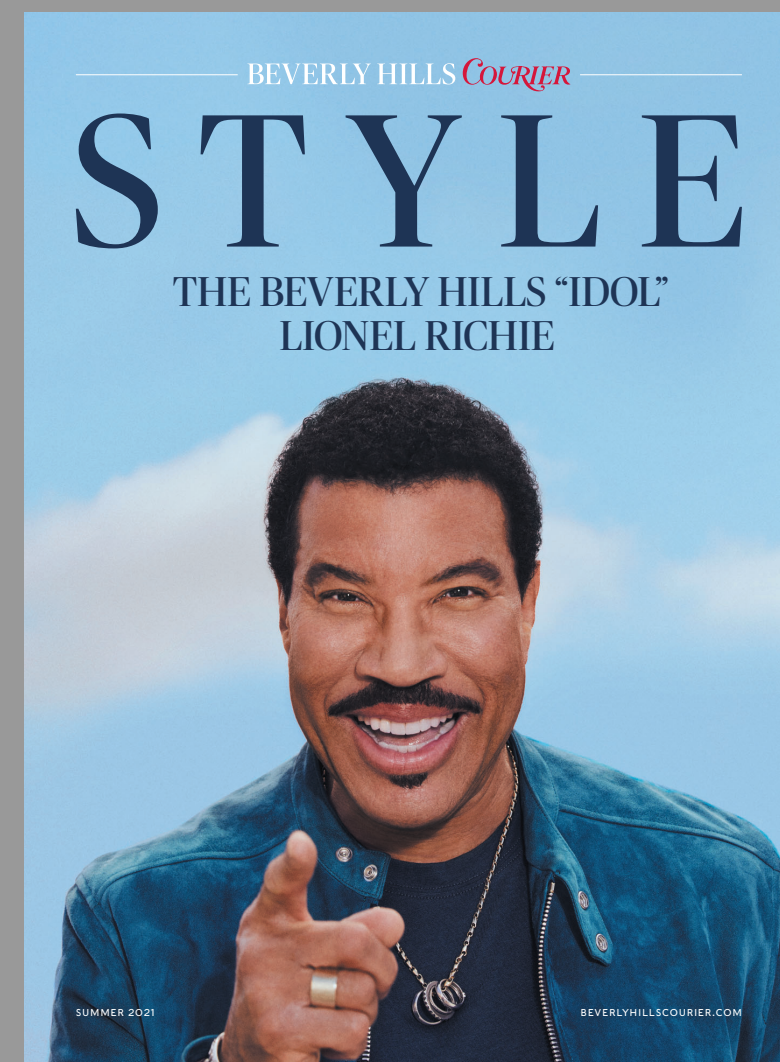
Beverly Hills lacks an adequate plan to do its part in addressing California's affordable housing crisis. That was the opinion of a Nov. 28 letter by the state's Department for Housing and Community Development, or HCD, which for the second time rejected the city of Beverly Hills' state-mandated housing element. Once a sleepy document broadly chronicling a city's next eight years of housing policy, "A paper-pushing exercise," said UC Davis Land Use Law Professor Chris Elmendorf, the housing element has become vitally important to Beverly Hills' near-term future. That's because Beverly Hills is now required under the state's Regional Housing Needs Assessment to produce 3,104 units of affordable housing between 2021 to 2029, compared to a requirement of just three sites total from 2013 to 2021. Also, large-scale developers are eying Beverly Hills and other noncompliant cities as the site of their next residential mega-project. A state law known as the builder's remedy lets developers build what they wish in these cities if it includes a 20% affordable housing set aside. The letter from Paul McDougall, senior program manager at HCD, was addressed to Timmi Tway, director of the city's See HOUSING PLAN, page 13

Masks Recommended Indoors Once Again

BY BIANCA HEYWARD

With dipping temperatures and the holiday season in full swing, Los Angeles County is seeing a sharp rise in new COVID-19 cases this week, according to the Los Angeles County Department of Public Health (Public Health). New cases have almost doubled from one day to the next, with 2,370 cases reported on Nov. 29 followed by 4,353 on Nov. 30 and 4,493 on Dec. 1. The rate of daily increases has been steadily rising in recent weeks. The seven-day daily average rate of people testing positive for virus is 13.4%, up from 10.8% last week. Health officials are also See MASK, page 10

BEVERLY HILLS *COURIER* STYLE MEDIA KIT 2023



SUMMER 2021



HOLIDAY 2021



SUMMER 2022



HOLIDAY 2022

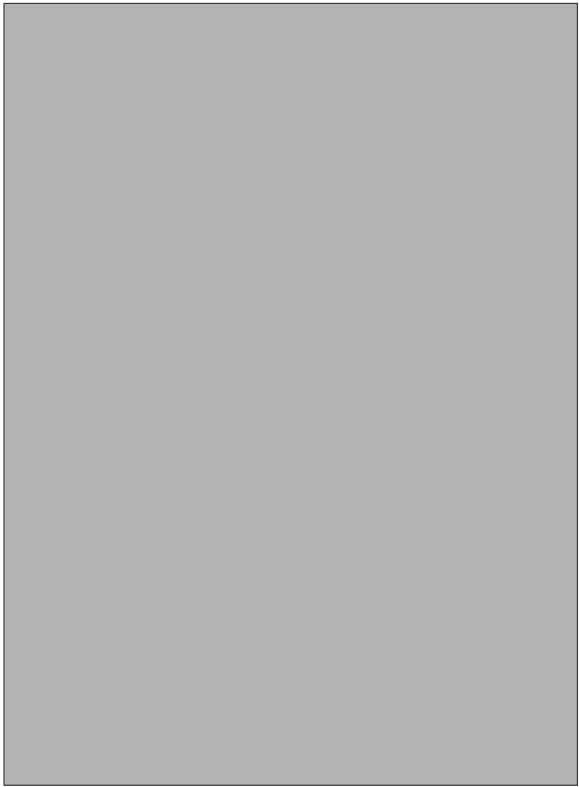


SUMMER 2023

STYLE MAGAZINE

30,000	5,000	88,000	2	16,939	404,000
PRINT CIRCULATION	GLOSSY CIRCULATION	AUDIENCE REACH	STYLE ISSUES PER YEAR	DIGITAL SUBSCRIBERS	GLOBAL IMPRESSIONS

PLACEMENT (PER INSERTION)	RATE	RATE (2X)
FULL PAGE	\$5,000	\$4,500
TWO-PAGE SPREAD	\$9,000	\$8,280
HALF PAGE	\$3,250	\$2,900
INSIDE FRONT/BACK	\$6,000	\$5,500
BACK COVER	\$6,500	\$6,000

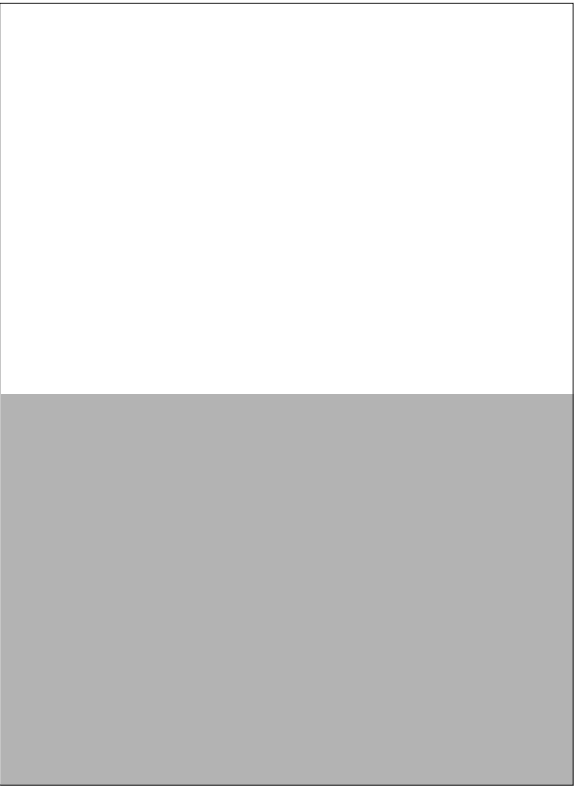


FULL PAGE

TRIM : 9.625” W X 13.25” H
BLEED: 9.875” W X 13.5” H
LIVE : 8.875” W X 12.5” H

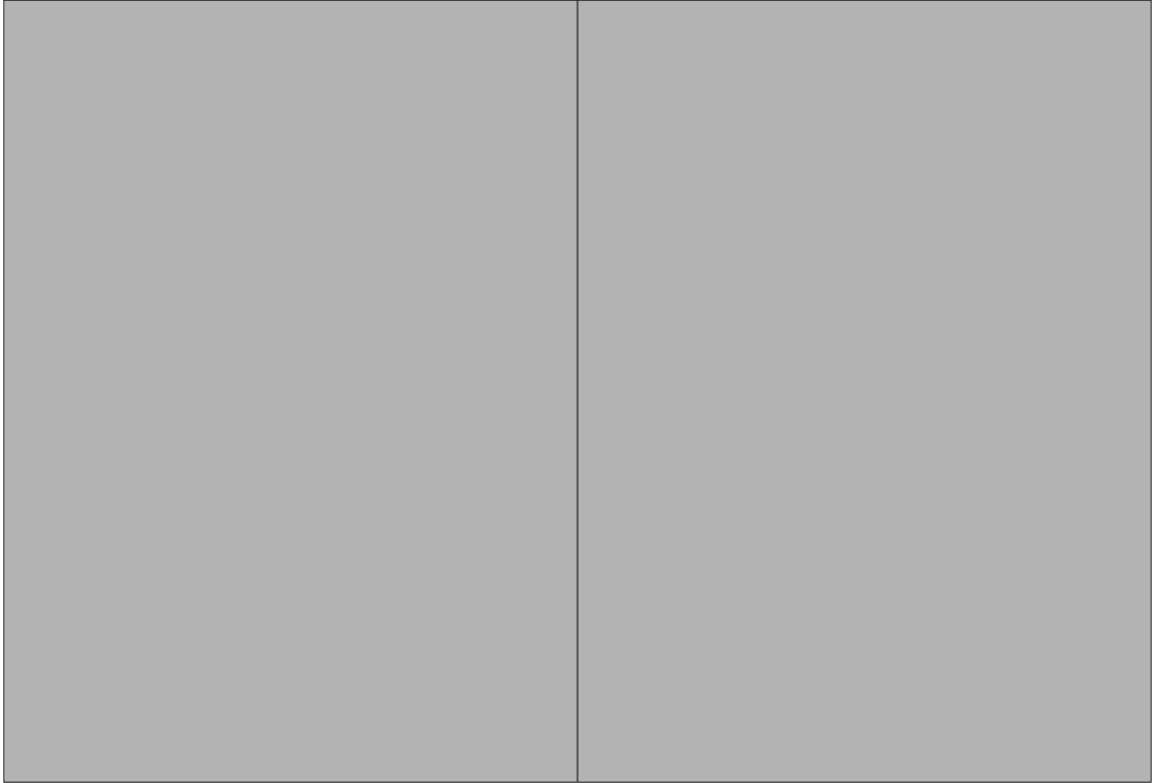
TWO-PAGE SPREAD (W/ CENTER BLEED)

TRIM : 19.25” W X 13.25” H
BLEED: 19.5” W X 13.5” H
LIVE : 18.5” W X 12.5” H



HALF PAGE

TRIM: 9.625” W X 6.5” H
BLEED: 9.875” W X 6.625” H
LIVE: 8.875” W X 5.75” H



NEWSPAPER SIZE

FULL PAGE: 10” W X 14” H
HALF PAGE: 10” W X 7” H
SPREAD: 21” W X 14” H

- Please create two ads with two different sizes, one for the magazine, one for the newspaper.
- If you provide only one size ad, please use magazine dimensions.

HOLIDAY STYLE MAGAZINE 2023

Holiday STYLE 2023, our “Women of Influence” issue, will feature a cover profile of actor, director and activist Eva Longoria.

Holiday STYLE 2023 is printed on glossy, heavy-coated stock and distributed (5,000 copies) in Beverly Hills and environs, including on Rodeo Drive, five-star hotels, fine dining establishments, high-profile events and more. Advertisements receive double exposure for enhanced value and client reach. The entire issue is printed within the pages of the Beverly Hills Courier in November 2023. The Courier reaches approximately 90,000 readers in Beverly Hills and surrounding cities. Additionally, Holiday STYLE 2023 will be available on the Courier’s website, beverlyhillscourier.com, which receives approximately 10 million impressions a year.



Photo by imagepressagency/depositphotos.com

EVA LONGORIA, HOLIDAY STYLE 2023

DEADLINES

HOLIDAY STYLE 2023

Space Reservations: September 29
Ad Material Deadline: October 6
Publication Date: November 17

CONTACT

Beverly Hills Courier
499 N. Canon Dr., Suite 212
Beverly Hills, CA 90210
310-278-1322

Artwork Submission
production@bhccourier.com
Advertising Inquiries
Phone: 310-278-1322
advertise@bhccourier.com

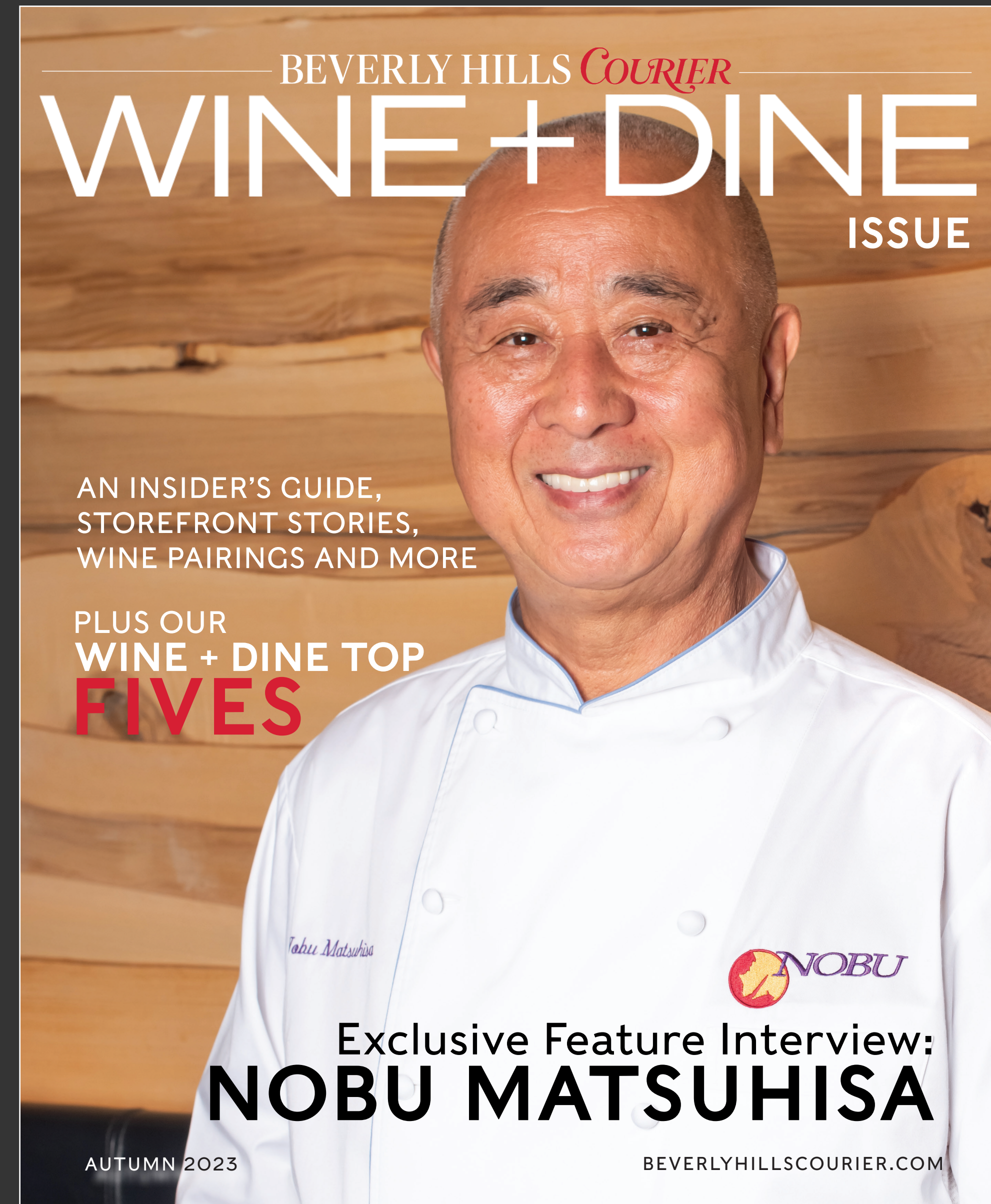
All artwork must be supplied press-ready in Adobe® Acrobat PDF format to the following specifications:
Minimum resolution: 300dpi
Color: CMYK with no spot colors
Text: K:100% (no cyan, magenta, yellow mix)
Black backgrounds: C:30% M:30% Y:30% K:100%
Paper Stock: Glossy

Due to standard minor variation in the trimming process, we recommend that ads restrict essential design elements to the live area.

BEVERLY HILLS *COURIER* presents

Wine + Dine

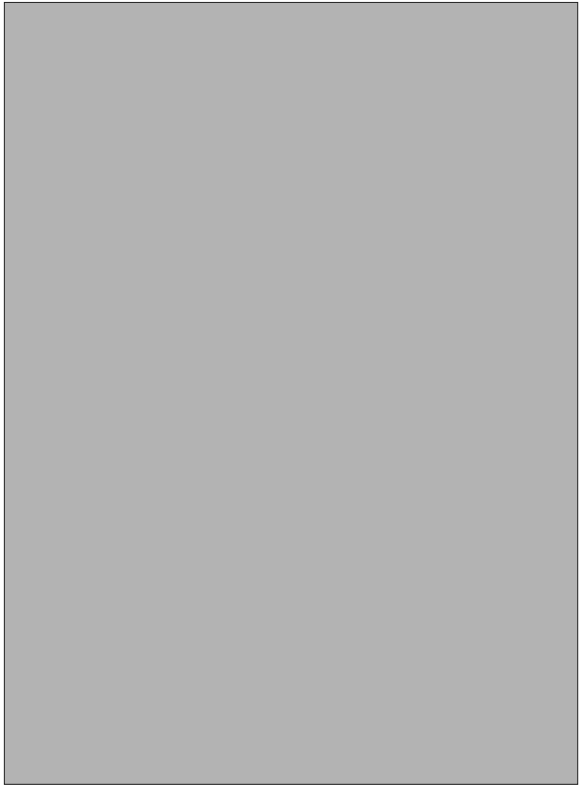
MEDIA KIT 2023



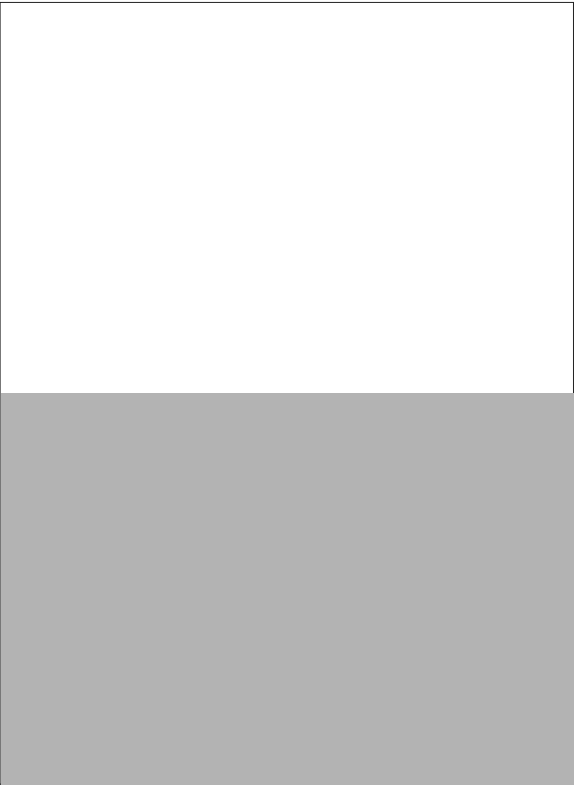
WINE + DINE ISSUE

30,000	1	265,000+	961,000
GLOSSY CIRCULATION	ISSUE PER YEAR	DIGITAL SUBSCRIBERS	GLOBAL IMPRESSIONS

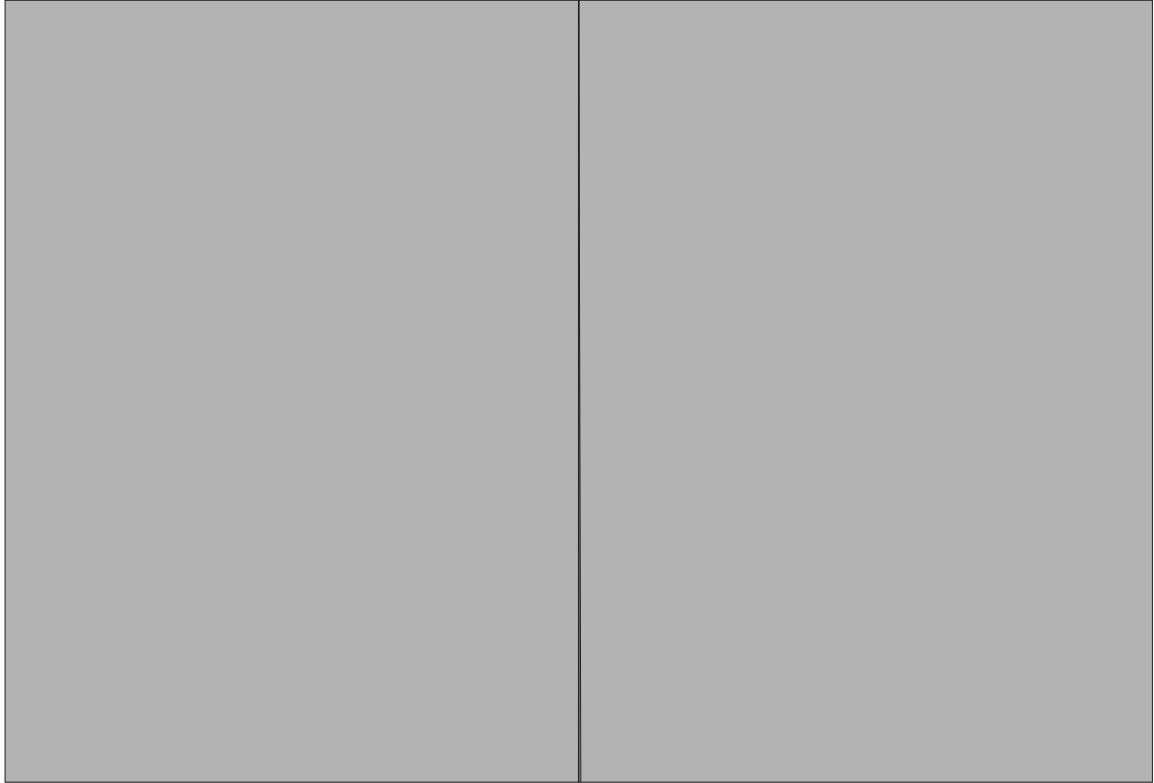
PLACEMENT (PER INSERTION)	RATE
FULL PAGE	\$5,000
TWO-PAGE SPREAD	\$9,000
HALF PAGE	\$3,250
INSIDE FRONT/BACK	\$6,000
BACK COVER	\$6,500



FULL PAGE
TRIM : 8.875” W X 10.875” H
BLEED: 9.125” W X 11.125” H
LIVE : 8.125” W X 10.125” H



HALF PAGE
LIVE: 8.125” W X 5.062” H



TWO-PAGE SPREAD (W/ CENTER BLEED)
TRIM : 17.75” W X 10.875” H
BLEED: 18.25” W X 11.125” H
LIVE : 16.75” W X 10.375” H

CONTACT

Beverly Hills Courier
499 N. Canon Dr., Suite 212
Beverly Hills, CA 90210
310-278-1322

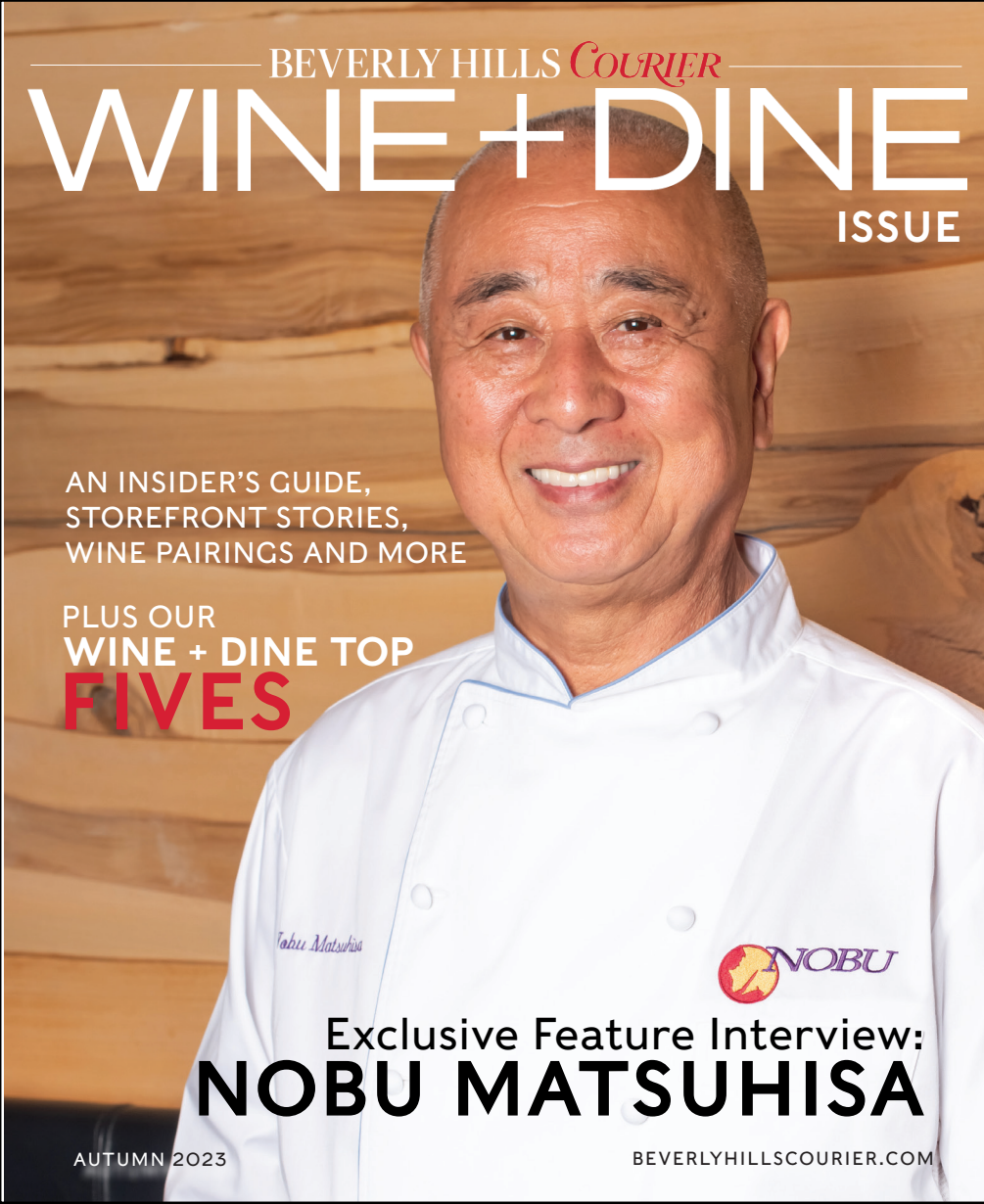
Artwork Submission
production@bhccourier.com
Advertising Inquiries
Phone: 310-278-1322
advertise@bhccourier.com

All artwork must be supplied press-ready in Adobe® Acrobat PDF format to the following specifications:
Minimum resolution: 300dpi
Color: CMYK with no spot colors
Text: K:100% (no cyan, magenta, yellow mix)
Black backgrounds: C:30% M:30% Y:30% K:100%
Paper Stock: Glossy

WINE + DINE ISSUE 2023

The Beverly Hills Courier and Wally’s Beverly Hills present the Autum 2023 “Beverly Hills Courier **WINE + DINE ISSUE.**”

The cover story will feature an exclusive interview with culinary icon and Man of the Year Nobu Matsuhisa; several timely features on the latest gastronomic trends plus our popular “Top Five” lists that serve as useful guides all year long. “Wine + Dine” is printed on glossy, heavy-coated stock and distributed (30,000 copies) to Beverly Hills residences and businesses.



WINE + DINE ISSUE AUTUMN 2023

DEADLINE

If you would like to be a part of this exciting publication, please reserve your ad space by **July 14.**

E-BLASTS

16,939
TOTAL SUBSCRIBERS

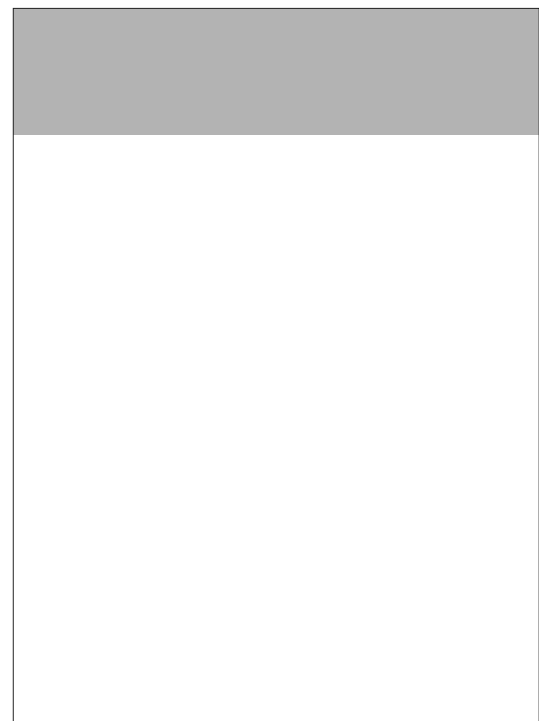
33%
OPEN RATE

98%
OPENED IN U.S.

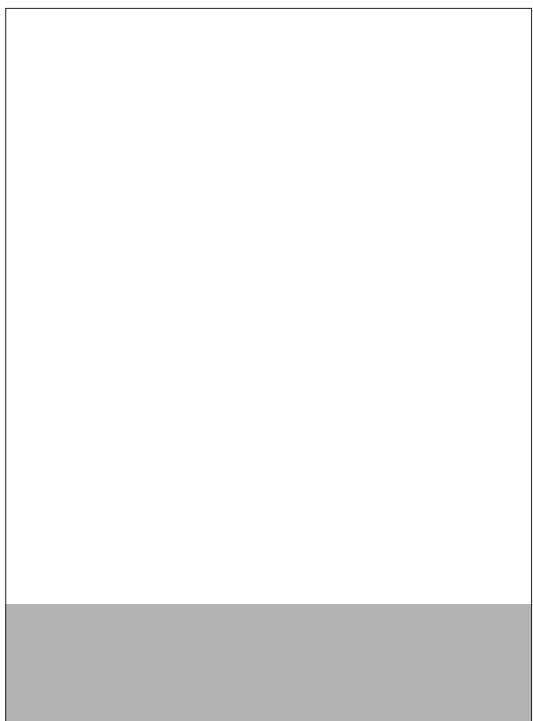
E-BLAST PRODUCTS ARE:

“COMING IN THE COURIER” SENT WEEKLY ON THURSDAY EVENING
“NEWS ALERTS” SENT AS WARRANTED BY BREAKING NEWS

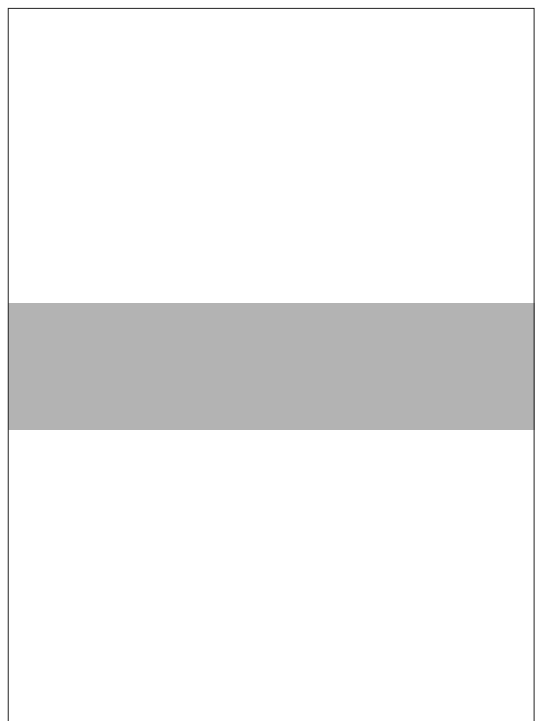
PLACEMENT	RATE
NEWS ALERT HEADER POSITION	\$1,000
NEWS ALERT STANDARD POSITION	\$500
NEWS ALERT FOOTER POSITION	\$350
COMING IN THE COURIER HEADER POSITION	\$550
COMING IN THE COURIER FOOTER POSITION	\$500



HEADER POSITION
1240px x 560px



FOOTER POSITION
1240px x 560px

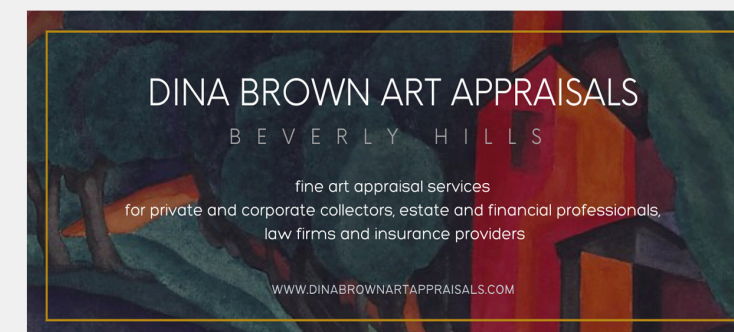


**STANDARD POSITION
(NEWS ALERT)
1240px x 560px**

[illegible]

March 10, 2022-TEST SAMPLE 2 ADS

Greetings Beverly Hills Courier Subscribers! This week's Beverly Hills Courier is now available online at www.beverlyhillscourier.com

[illegible]

DINA BROWN ART APPRAISALS

BEVERLY HILLS

fine art appraisal services
for private and corporate collectors, estate and financial professionals,
law firms and insurance providers

WWW.DINABROWNARTAPPRAISALS.COM

BEVERLY HILLS COURIER

BEVERLYHILLSCOURIER.COM | UNSUBSCRIBE

WEBSITE

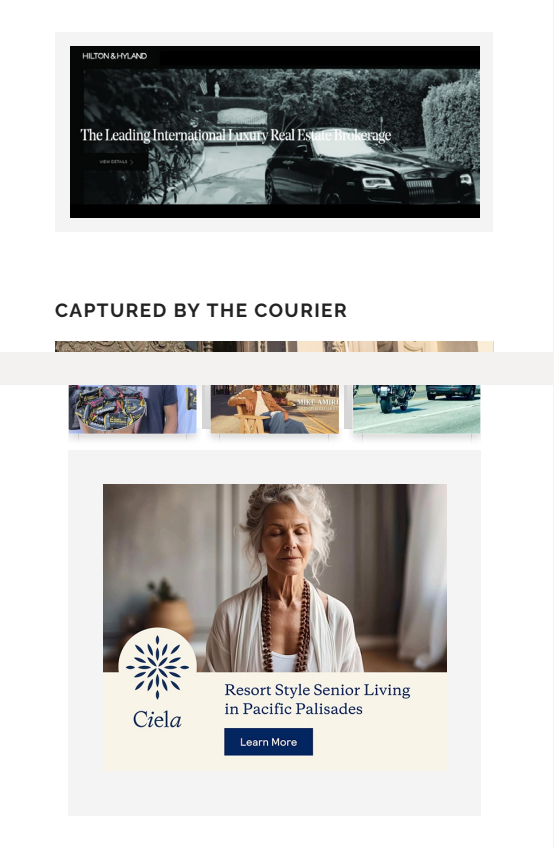
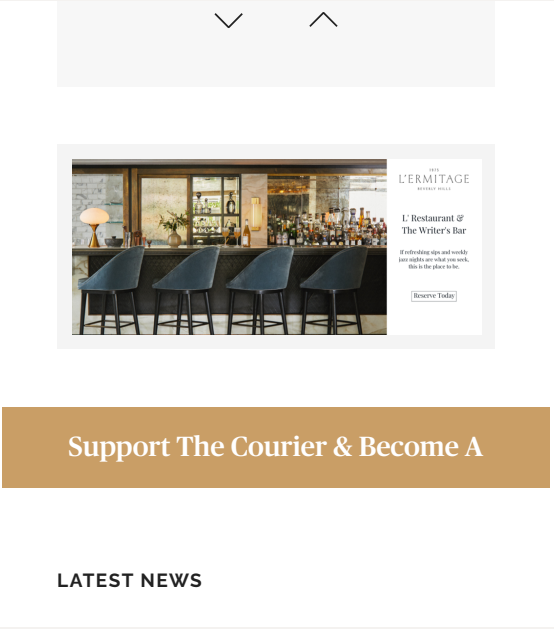
3.7M	1.1M	293K	16,939
PAGE VIEWS / MONTH	SESSIONS / MONTH	UNIQUE VISITORS / MONTH	DIGITAL SUBSCRIBERS

PLACEMENT (PER WEEK)	RATE
HERO BANNER	\$600
RIGHT RECTANGLE	\$450
POP UNDER	\$500
ADVERTORIAL	\$5,000

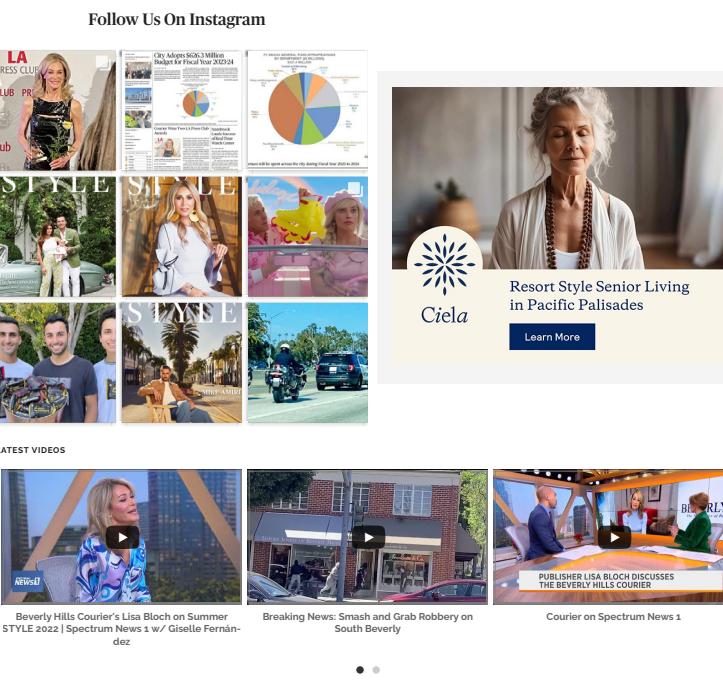
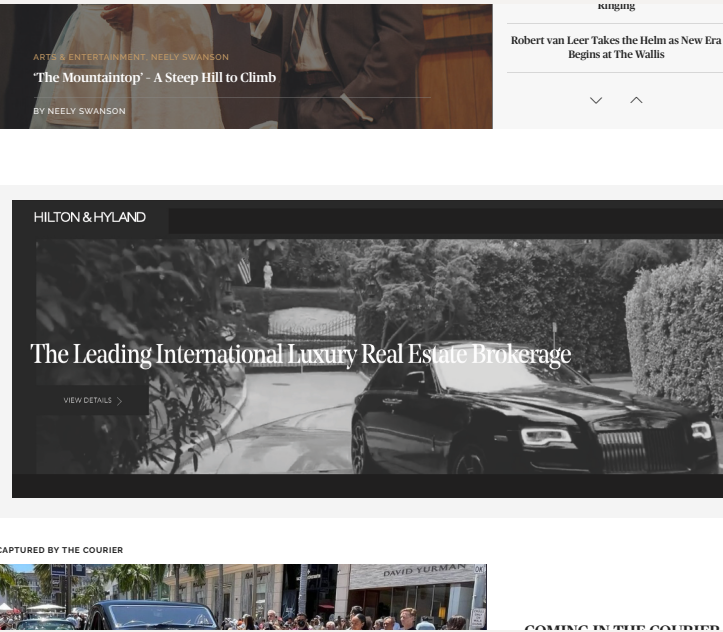
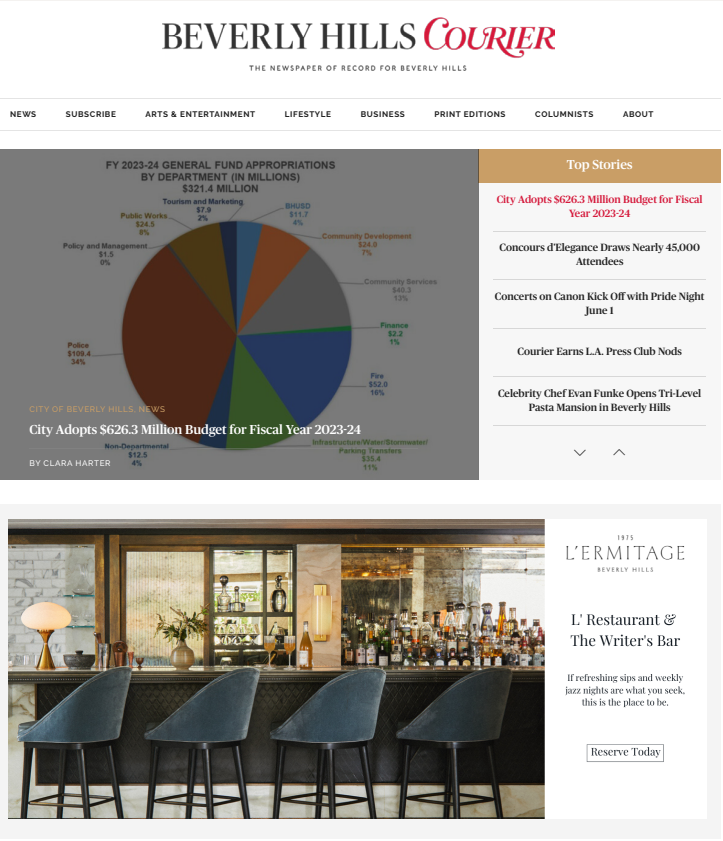
DESKTOP

MOBILE

HERO BANNER 1440px x 600px	LARGE RECTANGLE 600px x 500px	POP UNDER 1440px x 600px
PLEASE NOTE: FOR ALL HERO BANNER PLACEMENTS, ALSO SUPPLY 600PX x 500PX ARTWORK FOR DISPLAY ON MOBILE DEVICES.	LARGE RECTANGLE AD APPEARS ON ALL PAGES.	POP UNDER AD APPEARS ON HOME PAGE AND ALL SECTION FRONTS.
HERO BANNER AD APPEARS ON ALL PAGES.		



MOBILE



DESKTOP

AWARD-WINNING BEVERLY HILLS COURIER

The Beverly Hills Courier has won the following awards in 2022-2023:

1st Place

**“Feature, Business/Government,
over 1,000 words, Magazines”**

L.A. Press Club’s 2023 65th Annual California Journalism Awards,
awarded to Courier Publisher Lisa Friedman Bloch for her piece
“Nicolas Bijan: The Prince of Beverly Hills”

2nd Place

**“News Feature,
Newspapers under 50,000 in circulation”**

L.A. Press Club’s 2022 64th Annual California Journalism Awards, awarded
to Samuel Braslow for “Beverly Hills Salon Owner Recounts Her Actions in
D.C. Riot”

2nd Place

“Land-Use Reporting”

California News Publishers Association’s 2022 California Journalism
Awards, awarded to Matthew Blake for his piece
“Path Cleared for \$1 Billion Cheval Blanc Ultra-Luxury Hotel”

3rd Place

**“Personality Profile,
Politics/ Business/Arts Personalities”**

L.A. Press Club’s 2023 65th Annual California Journalism Awards,
awarded to Courier Publisher Lisa Friedman Bloch for her piece
“ANASTASIA: Beverly Hills’ World-Famous Eyebrow Queen”

1st Place

“Writing”

California News Publishers Association’s 2022 California Journalism
Awards, awarded to Courier Executive Editor Ana Figueroa for her piece
“The New Audrey Irmas Pavilion Illuminates Wilshire Boulevard Temple”

3rd Place

“Health Coverage”

California News Publishers Association’s 2022 California Journalism
Awards, awarded to Eva Ritvo, M.D. for her piece “From the Pandemic to
Ukraine: It’s OK Not to Feel OK”

1st Place

**“Personality Profile,
Newspapers under 50,000 in circulation”**

L.A. Press Club’s 2022 64th Annual California Journalism Awards, awarded
to Courier Publisher Lisa Friedman Bloch for her piece “The Beverly Hills
Idol, Lionel Richie”

2nd Place

“Enterprising Reporting”

California News Publishers Association’s 2022 California Journalism
Awards, awarded to Courier Executive Editor Ana Figueroa for her piece
“The New Audrey Irmas Pavilion Illuminates Wilshire Boulevard Temple”

3rd Place

“Writing”

California News Publishers Association’s 2022 California Journalism
Awards, awarded to Courier Executive Editor Ana Figueroa for her piece
“200 Trunks, 200 Visionaries: The Exhibit’ Opens on Rodeo Drive”

AWARD-WINNING BEVERLY HILLS COURIER

The Beverly Hills Courier has won the following awards 2020-2021:

1st Place

“Breaking News”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Shooting at Il Pastaio”

1st Place

“Writing”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Community Rallies Around Children With Rare Disease”

3rd Place

“News Photo”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Protestors Confronting Schoolchildren”

4th Place

“Investigative Reporting”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “BHPD Task Force Accused of Widespread Racial Profiling”

4th Place

“News Photo”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Protestors and the BHPD”

5th Place

“Coverage of Local Government”

California News Publishers Association’s 2021 California Journalism Awards, awarded to Samuel Braslow for “Court Strikes Down Beverly Hills Ordinance”

4th Place

“Business News”

California News Publishers Association’s 2020 California Journalism Awards, awarded to Samuel Braslow for “With No End In Sight, Restaurants Flout COVID Restrictions”

4th Place

“Breaking News”

California News Publishers Association’s 2020 California Journalism Awards, awarded to Samuel Braslow for “Rally Turns Violent as Extremist Groups Take Part”

4th Place

“Protests and Racial Justice”

California News Publishers Association’s 2020 California Journalism Awards, awarded to Samuel Braslow for “Embedded with the Beverly Hills Protestors: One Reporter’s Story”

THE COURIER IN THE NEWS

New York Times 01/19/2021

“ In a video filmed in the crowd directly in front of the Capitol, Ms. Bisignano states her first and last name, place of residence and Instagram account. In a separate video, she identifies her business while speaking through a bullhorn to the crowd, according to the F.B.I. She appears to struggle with a police officer who tries to expel her and others, and later raises her fist in what appears to be a gesture of defiance, the F.B.I. said.

“We need strong, angry patriots to help our boys,” Ms. Bisignano says on video, according to the F.B.I., as she calls for gas masks and weapons. Nearby, rioters are physically assaulting police officers.

Later, she confirmed to [The Beverly Hills Courier](#) that she had entered the Capitol. ”

Univision 01/19/2021

“ Según el periódico *Los Angeles Times*, Bisignano ha asumido un papel principal en la organización de protestas semanales en Beverly Hills en apoyo del presidente Trump, mientras que el *Beverly Hills Courier* indicó que Bisignano fue captada en un video alentando a la gente a tomar el Capitolio desde un megáfono.

“Necesitamos estadounidenses. Vamos chicos. Necesitamos patriotas. Chicos, es la entrada”, añadió. ”

LA Times 01/19/2021

Los Angeles Times

“The description of the videos contradicts an account Bisignano gave the Beverly Hills Courier last week. In it, she acknowledged she entered the Capitol but said she was experiencing a panic attack and needed to find somewhere safe.

“I couldn’t breathe. I was having a panic attack. I needed air,” she told the newspaper. “Every time I opened my eyes, they were burning. My mouth was burning. Everything was burning, and I couldn’t breathe.

“I was caught up, I was scared, I was excited,” Bisignano told the Courier. “A guy said to say that over the megaphone. I don’t even remember saying it.” ”

CBS LA 01/19/2021

“ [Bisignano owns](#) Gina’s Eyelashes And Skincare. Last week, Bisignano confirmed to the Beverly Hills Courier that she traveled to Washington, D.C., where she found herself among the mob who stormed the Capitol building on Jan. 6.

In a cell phone video [obtained by the Courier](#), a woman believed to be Bisignano holds a megaphone on a ledge of the Capitol and yells, “Everybody, we need gas masks, we need weapons. We need strong, angry patriots to help our boys, they don’t want to leave. We need protection.” ”

KTLA: 01/19/2021



“ The FBI also reviewed an article published in the [Beverly Hills Courier](#) on Jan. 14 in which Bisignano recalled her experiences at the Capitol.

She described the scene as a “war zone,” and said she was near a man who broke windows in the Capitol.

RELATED CONTENT

McConnell: Capitol rioters were ‘fed lies’ and ‘provoked by the president’

FBI searched Huntington Beach home of far-right extremist who previously claimed to have attended the Capitol riot

Capitol riot: FBI investigates tip that woman took laptop from Pelosi’s office with intent to sell to Russia

Bisignano told the newspaper she was unarmed and described her role in the riot as a passive one, but she ended up being pepper sprayed and experienced a panic attack.

“I couldn’t breathe. I was having a panic attack. I needed air. Every time I opened my eyes, they were burning. My mouth was burning. Everything was burning, and I couldn’t breathe,” Bisignano said in the interview.

Upon returning to California, Bisignano said people began commenting on her business’s Yelp page with photos of her at the Capitol.

“Having watched Gina at the 01/06/21 riot, I do not feel safe coming here again,” one review read.

Bisignano decided to contact the FBI herself.

“My life is over, I’m going to jail,” she told the Courier. “I’m going to lose my son.” ”

Los Angeles Magazine 01/19/2021

“ Local eyelash salon owner Gina Bisignano, 52, was arrested in Beverly Hills on Tuesday and charged with damaging or destroying government property, obstruction of an official proceeding, and violent entry and disorderly conduct on capitol grounds, according to the U.S. Attorney’s Office. [In an interview with the Beverly Hills Courier](#), Bisignano reportedly admitted she’d entered the building, but that she left when she was stricken with a panic attack. ”

Daily Beast 01/19/2021

DAILY BEAST

CAPITOL RIOTS COVID-19 CHEAT SHEET POLITICS ENTERTAINMENT MEDIA WORLD HALF FULL

“ In an interview with the *Beverly Hills Courier*, Bisignano admitted she went to the Capitol with one other person, “stating she felt called upon by President Donald Trump to travel to D.C. to change the outcome of the election, which she believes was stolen,” the complaint states.

Claiming she got “caught up” in the moment during the riots, Bisignano said she witnessed fighting during the siege—but insisted, without offering a shred of evidence, that the violence was “antifa and BLM.” ”

AD SUBMISSION

PRINT SPECIFICATIONS

All artwork must be supplied press-ready in Adobe Acrobat PDF format to the following specifications:

Print method:	Offset
Minimum resolution:	300dpi
Color:	CMYK with no spot colors
Text:	K:100% (no cyan, magenta, yellow mix)
Black backgrounds:	C:30% M:30% Y:30% K:100%
Halftones/line art:	Furnished in 85 line screen
Total ink limit:	240%

DIGITAL SPECIFICATIONS

All artwork must be supplied in exact pixel dimensions in one of the following formats:

- JPG
- PNG
- HTML5

If link to a landing page is desired, advertiser must submit along with artwork

Please note: All of our size specifications are at 2X of actual display size. This is done to ensure all ads appear sharp and clear across all different devices and display resolutions.

Please note: We no longer accept ads in Flash, .PDF or .GIF file types.

POLICIES

The Beverly Hills Courier reserves the right to revise its advertising rates at any time. Advertisements requiring graphic design services are subject to an additional charge and earlier deadline. All contracts are accepted subject to the Courier’s STANDARD ADVERTISING TERMS and CONDITIONS, which are available upon request.

DEADLINES

Space Reservation
1 p.m. Friday (week prior to publication)

Press-ready artwork
3 p.m. Tuesday (week of publication)

Ads requiring graphic design
9 a.m. Monday (week of publication)

CONTACTS

Artwork Submission
production@bhcourier.com

Advertising Inquiries
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