

B:9.75"  
T:7.75"  
S:6.875"

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B:11.625"  
T:10.5"  
S:9.75"



The broth cooks trust most.  
In dish after dish.



To add flavor, cooks use Swanson®.  
Your side dishes have never been so delicious.  
Just simmer in Swanson broth, instead of water.  
And see what makes it the top choice of cooks.

CampbellsKitchen.com/SwansonBroth

The secret is 

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This advertisement was prepared by BBDO New York

Filename: P15806\_CS\_CBR\_V15.indd

<p>CLIENT: Campbell's Soup Company          PRODUCT: Multi-sides          JOB#: P15806          SPACE: Full Pg. 4/C          BLEED: 9.75" x 11.625"          TRIM: 7.75" x 10.5"          SAFETY: 6.875" x 9.75"          GUTTER: None          PUBS: None          ISSUE: n/a          TRAFFIC: Donna Mendieta          ART BUYER: Kathy Lando          ACCOUNT: Catherine Wright          RETOUCH: n/a          PRODUCTION: Len Rappaport          ART DIRECTOR: James Cancelliere          COPYWRITER: n/a</p>	<p>Proof #: 11 Path: Studio:Volumes:Studio:MECHANIC...          Mechanicals:P15806_CS_CBR_V15.indd          Operators: Robison, Blane / Santoro, Jonathan</p>	<p>Created: 9-27-2011 3:39 PM          Saved: 10-20-2011 2:54 PM          Printed: 10-20-2011 2:54 PM          Print Scale: 100%</p>
<p>Fonts          Trebuchet MS (Regular, Bold, Bold Italic, Italic), Frutiger (55 Roman), Helvetica Neue (45 Light, 47 Light Condensed)          Graphic Name Color Space Eff. Res.          sides_CMYK_alt.psd (CMYK; 479 ppi), *12114-36oz-Swanson-ChickenBroth_2.psd (CMYK; 1178 ppi), Swanson_S_Logo_4C_.ai</p>		<p>Ink Names          Cyan          Magenta          Yellow          Black</p>