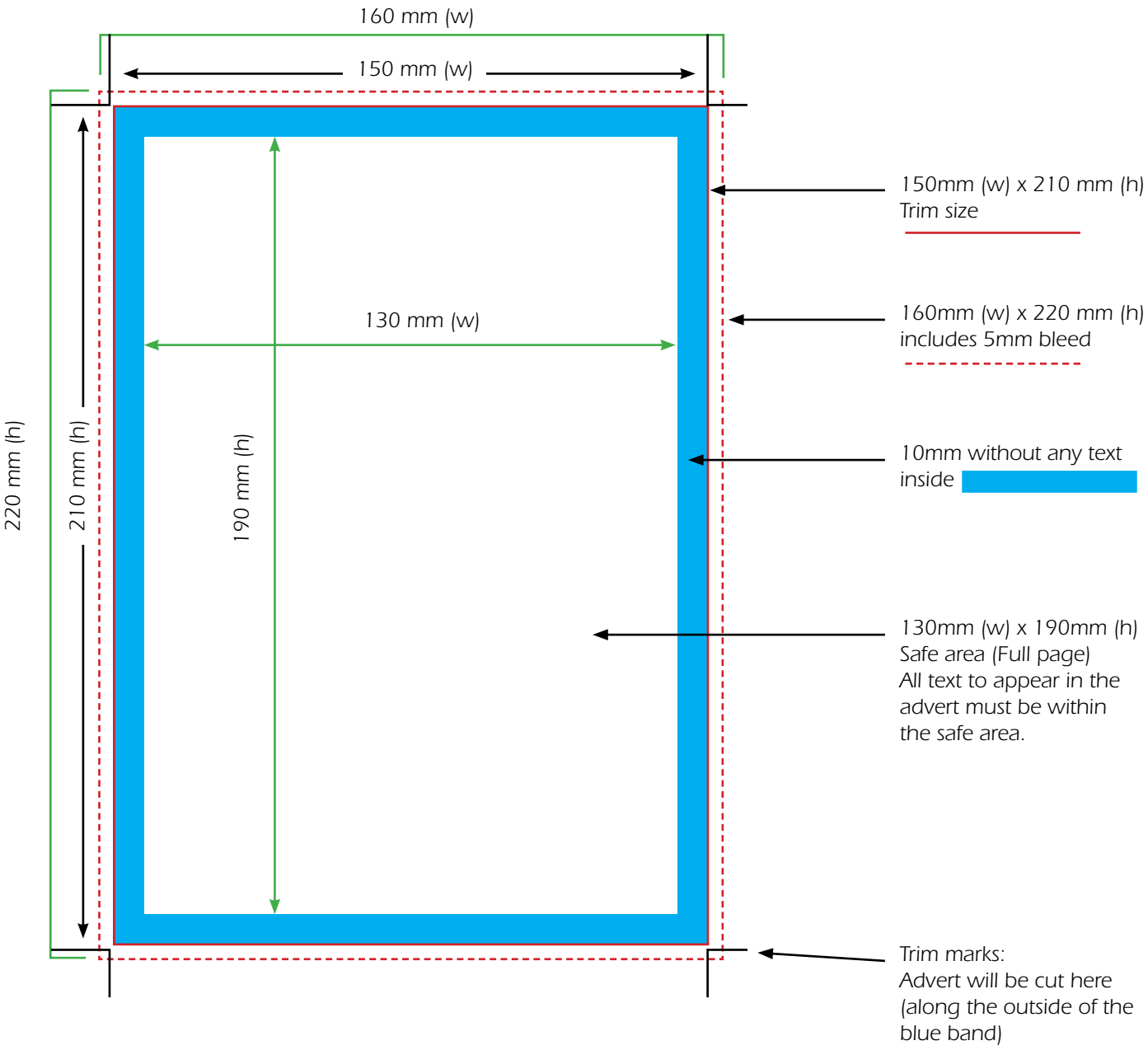MECHANICAL SPECIFICATIONS FOR ADVERTISEMENTS FOR INSIDE COVER AND BACK COVER