



IT CAN CRUSH THE COMPETITION,
THEN TOW THEM OFF THE PLAYING FIELD.



It double-teams the competition with something they can't match — 315 hp with an EPA-est. 21 hwy mpg.* And it clears the field with the available Heavy-Duty Trailering Pack that can pull over 9000 pounds.** For us, every day is game day. Sierra by GMC. **WE ARE PROFESSIONAL GRADE.**

 Text "ESPN GMC" to 76477, or snap this ad on your cell phone and send it to ESPN@snipp.com to receive your FREE Monday Night Football ringtone!

GMC.COM/SIERRA

*Based on optional 5.3L V-8 engine and 2009 GM Large Pickup segment. **Maximum trailer ratings are calculated assuming a properly equipped base vehicle plus driver. See dealer for details. †Standard text messaging rates apply; available on most carriers. ©2009 General Motors. All rights reserved. GM® GMC® GMC logo® Sierra® WE ARE PROFESSIONAL GRADE® GMC Sierra is the official vehicle of the NFL. ©2009 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League.

Leo Burnett Detroit Print Advertising

mundocom

PROJECT MANAGEMENT	PROOFREADER	PRODUCTION	COPYWRITER	DESIGNER	ART DIRECTOR	CREATIVE DIRECTOR	PRODUCT INSIGHT/CLAIMS	PRODUCT ACCURACY	LEGAL	ACCOUNT	CLIENT	SPELL CHECK	
AD ID #:	GMTR10MG4000 Crush_SnapTell_pg.indd			CLIENT:	GMC National			DESC:	Crush The Competition / 2010 MY NFL PRINT				
PROJECT CODE:	TCTTNGM9003			PUBLICATION:	N/A			COLORS/SPECS:	4/c magazine page				
MUNDOCOM #:	637-144960			PUB DATE:	N/A			CLOSE DATE:	To Schawk 9/16/09				
BLEED:	10.25" x 12.25"		TRIM:	10" x 12"		SAFETY:	9" x 11"		GUTTER:	None		SCALE:	100%
ACCOUNT:	Jacqueline Morse		ART DIRECTOR:	Jesse Rea		COPYWRITER:	Regina Cesarz		ROUTER #:	1			
PRINT PROD:	Kristen Collier		PROJECT MGT:	Pat Robbins		STUDIO ARTIST:	Darlene Bugaj		REV DATE:	9-3-2009 2:07 PM			
DOC PATH:	Studio\Volumes:Studio:Documents:GMC National:NFL:2009 Print:GMTR10MG4000 Crush_SnapTell_pg.indd												
NOTES:	Art is fpo. Schawk to place high-res cmyk art.												
IMAGES:	10PGSR00108_V2.tif (RGB; 58.12%), NFL_Shield_mark_cmyk.ai (14.27%), GMC_Sierra.ai (20.8%), GMC_ESPN_Snap_Logo.eps												
COLORS:													
FONTS:	Trade Gothic (Bold Condensed No. 20, Medium, Bold; Type 1), Eurostile (Regular; OpenType)												