

Now  
available  
in five  
juicy  
colors.



As if the iMac™ isn't cool enough already. We just quintupled its coolness by giving it five fresh new colors: strawberry, blueberry, grape, lime and tangerine. So now the question isn't, will you buy one because it's so easy to set up (just add electricity), so easy to use (one fast click to the internet) and so easy to afford (see below). No, the real question is, which color will you pick?

\$0000

Come see the new iMac at:

ABC Computer  
15 Any Street  
Any City, USA 00000  
(000) 000-0000



Authorized  
Value Added Reseller

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— Retailer price goes here

— 10/10 Apple Garamond Light, centered

TBWA Chiat/Day, Inc. LA  
Apple Q199-98-P0880 2 1/16" x 10" B/W