

How the cover gets made

1 "Cover story is about a new drug that can cure hepatitis C."

"That's great!"

"A prescription can cost up to \$94,500."

"I knew there was something terrible coming. We should probably play this straight, with big type."



2 "Big headline with small pill."

"Too simple."



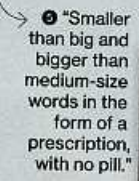
3 "Big headline with big pill."

"Too confusing."



4 "Lots of medium-size words with a small pill."

"That's a lot of words to fill."



5 "Smaller than big and bigger than medium-size words in the form of a prescription, with no pill."

"This is better, but no pink."



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