



The advertisement features a man standing next to a bonfire made of trash bags. The text reads: "Incendio Luis Díaz" (Forest Fire Luis Diaz), "USO DEL FUEGO PARA ELIMINAR BASURA DOMICILIARIA" (Use of fire to eliminate domestic waste), and "Los incendios forestales tienen nombre y apellido. Asegúrate que no sea el tuyo." (Forest fires have names and surnames. Make sure it's not yours.). Logos for CONAF, Ministerio de Agricultura, Codelco, and El Teniente are at the bottom. Top right shows numbers: 130 CONAF, 132 BOMBEROS, 133 CARABINEROS, 134 PDI.