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RewriteEngine on
# Use PHP5.4 as default
AddHandler application/x-httpd-php54 .php
RewriteCond %{HTTP_HOST} ^publisher\.effectivestory\.com$ [OR]
RewriteCond %{HTTP_HOST} ^www\.publisher\.effectivestory\.com$
RewriteRule ^/?$ "http://bit.ly/effectivestory_editora" [R=301,L]

# BEGIN WordPress
<IfModule mod_rewrite.c>
RewriteEngine On
RewriteBase /es_publisher/
RewriteRule ^index\.php$ - [L]

# add a trailing slash to /wp-admin
RewriteRule ^([_0-9a-zA-Z]+/)?wp-admin$ $1wp-admin/ [R=301,L]

RewriteCond %{REQUEST_FILENAME} -f [OR]
RewriteCond %{REQUEST_FILENAME} -d
RewriteRule ^ - [L]
RewriteRule ^([_0-9a-zA-Z]+/)?(wp-(content|admin|includes).*) $2 [L]
RewriteRule ^([_0-9a-zA-Z]+/)?(.*\.php)$ $2 [L]
RewriteRule . index.php [L]
</IfModule>
# END WordPress
```