

NEWSPAPER INSERTS/PREPRINTS 2012

Inserts are available for *Park Cities People*, *Preston Hollow People* and *Oak Cliff People*
70 lb. paper or heavier stock is recommended with a maximum size of 10" x 10.5"

INSERTS WILL BE PRICED AS FOLLOWS:

FREQUENCY	RATES (NET)*
1x	\$0.18 each
3x	\$0.16 each
6x	\$0.14 each
9x	\$0.12 each
12x	\$0.10 each

- * Multiple-page inserts and/or higher frequency quotes available upon request.
- Inserts of unusual size, shape or content may be subject to a higher rate.
- People Newspapers insert forms must be attached to outside of box(es) of inserts/preprints.

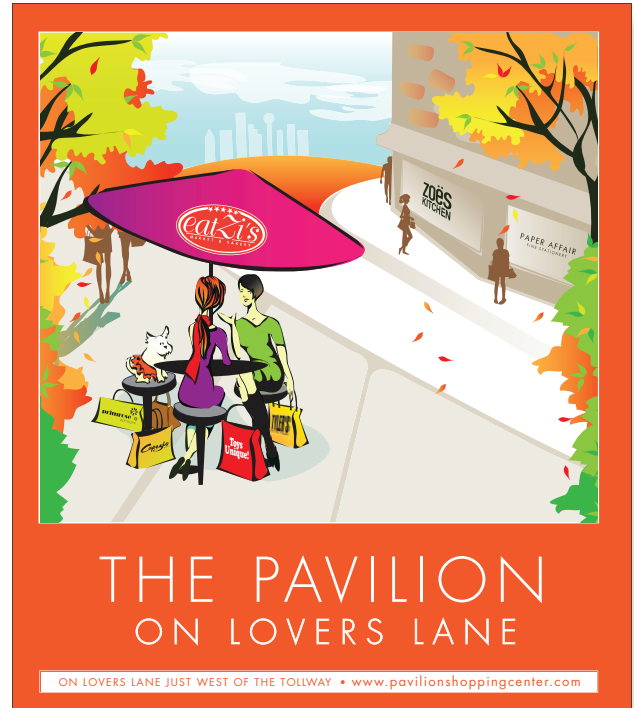
CIRCULATION:

All Editions	24,616 inserts
Park Cities People	8,616 inserts
Preston Hollow People	12,000 inserts
Oak Cliff People	4,000 inserts

*Numbers include necessary spoilage. Inserts will not be placed in mailed copies or store copies.

DEADLINES:

- Space reservation: Two weeks prior to publication date by 12:00 p.m.
- Inserts due to printer: Monday the week the insert runs by 12:00 p.m.



SAMPLE INSERT

INSERTS MUST BE DELIVERED TO:

Attn: Jeff Gramer
Fort Worth Star Telegram
685 John B. Sias Memorial Parkway
Fort Worth, TX 76134
phone: 817.215.2151

For more information, please contact your marketing consultant at 214.739.2244 or e-mail advertising@peoplenewspapers.com.

750 NORTH ST. PAUL STREET • SUITE 2100 • DALLAS, TX 75201 • PH: 214.739.2244 • FAX: 214.594.5779
WWW.PARKCITIESPEOPLE.COM • WWW.PRESTONHOLLOWPEOPLE.COM • WWW.OAKCLIFFPEOPLE.COM

Park Cities People

Preston Hollow People

Oak Cliff People