

CLASSIFIED RATES 2012

RATES:	1x	8x	12x	26x	52x
All-paper Buy	\$80	\$70	\$60	\$50	\$40
Oak Cliff People	\$35	\$30	\$25	\$20	\$15
Park Cities People and Preston Hollow People	\$75	\$65	\$55	\$45	\$35

- Rates are per column inch (1.569 inches wide x 1 inch high) and are net.
- Maximum ad size: 2 columns x 3 inches (3.255" x 3").
- Rate does not include artwork creation or adjustment.

COLOR RATES:

SIZE	RATE
1x	\$125 per ad/per paper
8x	\$100 per ad/per paper
12x	\$75 per ad/per paper
26x	\$50 per ad/per paper
52x	\$25 per ad/per paper

LINE CLASSIFIED RATES PER NEWSPAPER:

- \$15 per line with a three line minimum.
- Each additional line is \$5.
- 28-30 spaces per line.

DEADLINES:

- The deadline for placing or changing a classified ad is Tuesday at 3 p.m., 9 days prior to issue date.
- Deadline for canceling ads is Thursday at 4 p.m., one week prior to issue date.
- These deadlines apply, except when otherwise noted due to holiday observance.

Classifieds

How to Place Your Classified Ad

Phone Call 214-523-5251 between 8:30 to 5:30, Monday through Friday. After hours, leave a voice mail and a classified account executive will return your call on the next business day.

Fax 214-363-6948, Attn: Geraldine Galentree

Email Ads to: classified@peoplenewspapers.com
Ads with artwork should be sent as tiff, jpeg or pdf files. We will follow-up with you later on costs and space availability.

Advertising Rates

Line Classifieds \$30 per line with a three line minimum. Each additional line is \$10. 28-30 characters per line.

Display Classifieds are \$95 per column inch. A frequency discount applies to display ads scheduled for 8 times or more. To qualify for this reduced rate, the advertiser must fulfill the entire run of ads. Stopping short of completion means the classified ad rate will be recalculated to the open (higher) rate. A production charge for creating or changing your display classified will be added for those ads requiring more than minimum assistance.

Payment Options
Pre-payment is required on all classified advertising except those accounts with prior credit approval from our Business Office. You may pay by cash, check, money order or credit card.

Placement
Your ad will appear in Park Cities People, now serving Highland Park, University Park and Turtle Creek. Your ad will also appear in Preston Hollow People, now serving Bluffview, Greenway Parks and Devonshire.

Deadlines
The deadline for placing or changing a classified ad is Tuesday at 3 p.m., 9 days prior to issue date. Deadline for canceling ads is Thursday at 4 p.m., one week prior to issue date. These deadlines apply to Friday's newspapers, except when otherwise noted due to holiday observance.

Policy
People Newspapers retains the right to edit or reject ad copy in compliance with publication standards and credit policies.

Errors and Omissions
People Newspapers shall assume no liability for damages or loss due to errors and omissions in advertisements. People Newspapers does not assume any responsibility for an ad beyond the cost of the ad itself. We are responsible only for the first incorrect insertion, so be sure to check your ad immediately upon publication.

ANNOUNCEMENTS

BRIDGE ACADEMY OF NORTH DALLAS

Intro to Bridge
First Lesson is Free!
Starting March 2nd
(8 Wks) 10:00am - 12:00pm

Play-N-Learn
Tuesdays & Saturdays
10:00am - 12:00pm

Mini-Lessons at 9:30am
New Places Welcome!

Want to learn more?
Building, play and defense courses offered for all levels.

Want to play bridge?
HAND has daily games for all levels of players.
- Social & Duplicate -

GIFT CERTIFICATES AVAILABLE

BRAND

12258 INAVON RD., SUITE N,
DALLAS, TX 75244 • 972-564-7100
info@bridgeacademyofnorthdallas.com

EMPLOYMENT

Love to Entertain?
Great at sales?
Part time commission ad sales.
Experience preferred.

ESTATE SALE

Ruth Taylor Estate Sales
Saturday and Sunday
Feb. 12 - 13, 2011
9:30am to 5:00pm
6911 Meadow Rd., Dallas 75230
Mesquite, TX
RuthTaylorEstateSales.com

ELDERLY CARE

Secure, Temporary or
Live-In Assistants
4 hrs. to 24 hrs. a day
Health Issue, Medication, Cleaning,
Meals, Shopping, Transportation, & More.
Preston Hill Medical Group
877-838-4378 (24 Hours)
Employment Only
Licensed Workers

ONE

Personal Homecare Services
Providing Dependable &
Affordable 24 Hour Live-in Care
1-866-225-2100

GUNS

BERETTA ELL
20 Gauge - English Stock
Over/Under
New in Box \$6,500.00
214-704-0608

REAL ESTATE

LAKEFRONT PROPERTIES

CEDAR CREEK LAKE

McAtee REALTY
Simply The Best

1254 W. MAIN STREET
GUY DAVIS, COPIE TX 75116
CEDAR CREEK LAKE 75015
DALLAS METRO 75228-3067

"Serving Cedar Creek Lake and Surrounding Areas for over 25 Years"

www.mcateerealty.com

RichardChambers.net

Take a Lake Break!

Back House / Garage Apt.
Highland Park grad,
back in town after college.
No pets.
Stable and dependable.
Jonathan, 214-212-0679

CLASSIFIED@PEOPLENWSPAPERS.COM

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- Quality repair, maintenance and remodeling
- Carpentry, floors, walls, cabinets
- Ten year licenses, bath and floors
- Light electric, light plumbing
- Over 20 years experience

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McCarry Builders, Inc

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Longest Interior Design
Give your home a "Face Lift"
by using your own furniture/
accessories, re-arranged and
coordinated to give you an
entirely professional new look.
Call 214-333-3593

PET SITTING

AND TOTO 2
PetSitting
andtoto2.com
214-263-5104
References Provided

TREE TRIMMING

Mark Williamson
Classifieds Magazine
(214) 317-1862
Since 1978 - 1982

www.NorthTexasArborist.com

WINDOWCRAFT

Largest Selection
Lowest Prices
Call for FREE estimate
940/726-5008
www.windowcraft.biz

For more information, please contact Geraldine Galentree at 214.523.5251 or e-mail classified@peoplenewspapers.com

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WWW.PARKCITIESPEOPLE.COM • WWW.PRESTONHOLLOWPEOPLE.COM • WWW.OAKCLIFFPEOPLE.COM