

PARK CITIES PEOPLE AND PRESTON HOLLOW PEOPLE COMBINATION RATES 2012

Ad appears in the main sections of *Park Cities People* and *Preston Hollow People*
Total Circulation: 20,616

ADVERTISING IN MAIN SECTIONS (NET):

STANDARD SIZES*	1x	8x	12x	26x	52x
2x4 (3.255" x 4")	\$608	\$560	\$520	\$440	\$344
2x5 (3.255" x 5")	\$760	\$700	\$650	\$550	\$430
2x6 (3.255" x 6")	\$912	\$840	\$780	\$660	\$516
2x7 (3.255" x 7")	\$1,064	\$980	\$910	\$770	\$602
3x5 (4.941" x 5")	\$1,140	\$1,050	\$975	\$825	\$645
1/8 pg (4.941" x 5.25")	\$1,197	\$1,102	\$1,024	\$866	\$677
3x7 (4.941" x 7")	\$1,596	\$1,470	\$1,365	\$1,155	\$903
1/4 pg vert. (4.941" x 10.5")	\$2,394	\$2,205	\$2,048	\$1,733	\$1,355
1/3 pg (4.941" x 16" or 10" x 7")	\$3,192	\$2,940	\$2,730	\$2,310	\$1,806
Half pg (10" x 10.5" or 4.941" x 21")	\$4,788	\$4,410	\$4,095	\$3,465	\$2,709
2/3 pg (10" x 14")	\$6,384	\$5,880	\$5,460	\$4,620	\$3,612
Full pg (10" x 21")	\$9,576	\$8,820	\$8,190	\$6,930	\$5,418

* Other ad sizes available.

FREQUENCY RATES ON CUSTOM AD SIZES:

	1x	8x	12x	26x	52x
Per column inch	\$85	\$82	\$72	\$62	\$48
To be completed in	n/a	16 wks.	26 wks.	52 wks.	52 wks.

COLOR RATES:

FREQUENCY	RATE
52x	\$150 per ad/per paper
26x	\$200 per ad/per paper
12x	\$250 per ad/per paper
8x	\$300 per ad/per paper
1x	\$350 per ad/per paper
Spot Color	\$125 per ad/per paper



- Contact your marketing consultant for nonprofit and political rates.
- Guaranteed Positioning: 15% upcharge. Premium Positioning: 15% upcharge.
- Rate does not include artwork creation or adjustments.
- All rates are net.

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

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