

# POLITICAL RATES 2012

## PER COLUMN INCH RATES:

PAPER	RATE
Park Cities People	\$70 pci
Preston Hollow People	\$70 pci
Oak Cliff People	\$41 pci

- All political advertising must be prepaid.
- Rate does not include artwork creation or adjustment.
- Contact your marketing consultant for nonprofit rates.
- Guaranteed Positioning: 15% upcharge.
- Premium Positioning: 15% upcharge.
- Rates apply to standard sizes.
- Please contact your marketing consultant regarding what is classified as a non-standard ad size.

## COLOR RATES:

SIZE	RATE
6" - 10"	\$150 per ad
11" - 20"	\$200 per ad
21" - 40"	\$250 per ad
41" - 60"	\$300 per ad
61" - 100"	\$350 per ad
101" - 126"	\$375 per ad
Spot Color	\$125 per ad



For more information, please contact your marketing consultant at 214.739.2244 or e-mail [advertising@peoplenewspapers.com](mailto:advertising@peoplenewspapers.com).

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