

# 2012 AGENT ADVERTISING RATES FOR ALLIE BETH ALLMAN REAL ESTATE AGENTS

## RATES (NET):

SIZE	1X
3 x 6.5" (4.941" w x 6.5" t); full color	\$475
3 x 10.5" (4.941" w x 10.5" t); full color	\$785
6 x 10.5" (10" w x 10.5" t); full color	\$1,500

- Ads will appear in *Park Cities People*, *Preston Hollow People*, and *Oak Cliff People*.
- Pricing includes full color.
- Rate does not include artwork creation or adjustments.
- Guaranteed or Premium Positioning: 15% upcharge.

## ADVERTORIAL OPTIONS:

AD SIZE PURCHASED	WORD COUNT	FORMAT
3x10.5 (4.941" x 10.5")	300 words	article w/ 1 photo
6x10.5 (10" x 10.5")	300 words	article w/ 2 photo

## ADVERTORIAL GUIDELINES:

- Client is responsible for submitting all advertorial content including verbiage and high res. photo.
- Advertorial design/layout formatted by People Newspaper staff.
- Advertorial space will not carry over to other issue dates.
- Advertorial space can not be purchased in lieu of an ad.
- Advertorial headline written by People Newspaper staff.

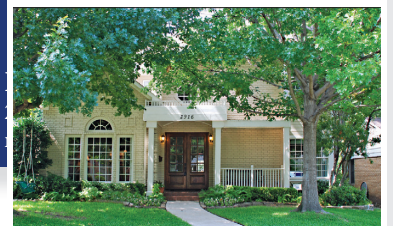
## ADVERTORIAL DEADLINES:

- All materials are due Monday, 12 days prior to the issue date.
- Advertorial must be approved the following Wednesday.
- If deadlines are not met, advertorial will not run.

Ad Example

REAL ESTATE COMPANY SPECIAL ADVERTISING CONTENT

## Samantha Brown Offers Wonderful Home in UP



Samantha Brown with the award winning team of XYZ & Associates will hold open the charming four-bedroom home at 2916 Fondren in University Park from 1 to 3 p.m. on Sunday, June 27. "Served by Armstrong Elementary in the HPISD, this fine home offers cheerful drive-up appeal and a light-and-bright interior," Ms Brown says. The kitchen features granite countertops and stainless-steel appliances and opens to a large family room. A bonus room downstairs may serve as a study or a fifth bedroom. The University Park home is offered for \$829,000. Samantha

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Advertorial Example

For more information please contact Kim Hurmis at [khurmis@peoplenewspapers.com](mailto:khurmis@peoplenewspapers.com) or 214-523-5261.

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