

DUAL EXPOSURE RATES 2012

A SPECIAL ADVERTISING PROGRAM FOR
REAL ESTATE AGENTS, HOME BUILDERS AND INSURANCE AGENTS

RATES (NET):

SIZE	1X
3x4 (4.941" x 4")	\$300
3x6.5 (4.941" x 6.5")	\$500
3x10.5 (4.941" x 10.5")	\$750

- 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
3x6.5 (4.941" x 6.5")	200 words	article w/ 1 photo
3x10.5 (4.941" x 10.5")	300 words	article w/ 1 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.

Advertorial Example

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