

DUAL EXPOSURE RATES 2012

A SPECIAL ADVERTISING PROGRAM FOR HOME BUILDERS

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.
- A maximum of 2 advertorials will run per week. The first 2 sets of advertorial materials received will be the 2 that run.


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.

383 Main Street




This beautifully renovated home is p...
dinning room, 1 master and 4 space...
door living areas. This home is in the



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

REAL ESTATE QUARTERLY
UPCOMING ISSUE DATES

September 23, 2011

November 11, 2011

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

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