

SENIOR LIVING 2012 SPECIAL ADVERTISING PROGRAM

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 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 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.



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