



PEOPLE'S CHOICE 2012

People's Choice allows the readers of *Park Cities People*, *Preston Hollow People*, and *Oak Cliff People* to honor their favorite restaurants, shops, people, and places. Our readers will be voting for their favorites in categories ranging from "Tex-Mex" to "consignment furniture." Now it's time to show everyone you were voted a People's Choice Winner!

RATES (NET):

| SIZE | 1X |
|--|---------|
| 2x4 (3.255" x 4") | \$480 |
| 2x5 (3.255" x 5") | \$600 |
| 2x6 (3.255" x 6") | \$720 |
| 3x5 (4.941" x 5") | \$900 |
| 1/8 pg (4.941" x 5.25" or 3.255" x 8") | \$945 |
| 3x7 (4.941" x 7") | \$1,260 |
| 1/4 pg (4.941" x 10.5") | \$1,890 |
| 1/3 pg (4.941" x 16" or 10" x 7") | \$2,520 |
| Half pg (10" x 10.5" or 4.941" x 21") | \$3,780 |
| Full pg (10" x 21") | \$7,560 |

- Pricing includes full color and applies only to standard sizes.
- Non standard sizes available.
- Rate does not include artwork creation or adjustments.
- Guaranteed or Premium Positioning: 15% upcharge.

DEADLINES:

| | |
|-------------------|------------------|
| Space Reservation | January 13, 2012 |
| Camera Ready Art | January 18, 2012 |
| Issue Date | January 27, 2012 |



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