

CRYSTAL CHARITY BALL 2012

Crystal Charity Ball will appear in *Park Cities People* and *Preston Hollow People*.
Total circulation: 20,616

Section included in The Crystal Charity Ball press bags, distributed by the valet.

The Crystal Charity Ball is a non-profit corporation, comprised of 100 active volunteers. The volunteers work on many committees such as Underwriting, Children's Book, Special Gifts, Silent Auction and Contribution Tickets. These committees are responsible for generating money to be given to the selected charities. Each January, the Charity Selection Committee conducts an intensive review of beneficiary applications and the membership determines the beneficiaries for which funds will be raised during the year. Funds are distributed in March of the following year.



RATES (NET):

SIZE

2x4 (3.255" x 4")	\$576
2x5 (3.255" x 5")	\$720
2x6 (3.255" x 6")	\$864
2x7 (3.255" x 7")	\$1,008
3x5 (4.941" x 5")	\$1,080
1/8 pg (4.941" x 5.25")	\$1,134
3x7 (4.941" x 7")	\$1,512
1/4 pg (4.941" x 10.5")	\$2,268
1/3 pg (4.941" x 16")	\$3,456
Half pg (10" x 10.5" or 4.941" x 21")	\$4,536
Full pg (10" x 21")	\$9,072

DEADLINES

Ad Reservation: November 23
Artwork Deadline: November 28
Issue Date: December 7

- Pricing includes full color.
- Rate does not include artwork creation or adjustments.
- Guaranteed or Premium Positioning: 15% upcharge.

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