

SOCIETY SECTIONS OVERVIEW 2012

Society coverage will appear in *Park Cities People* and *Preston Hollow People*

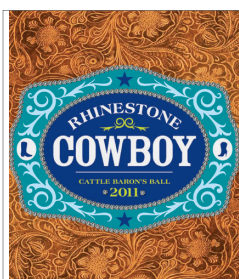
Total circulation: 20,616



10 BEST DRESSED

- Section distributed at Patron Party the evening before the 10 Best Dressed Luncheon.

Issue Date: September 7



CATTLE BARON'S BALL

- Section included in The Cattle Baron's Ball goodie bags with 3,000 in added distribution.

Issue Date: October 26



THE SOCIAL SEASON

- A review of the 2012 society season.

Issue Date: February 10, August 31



CRYSTAL CHARITY BALL

- Funds raised from this event benefit seven local children's organizations.
- Section included in The Crystal Charity Ball press bags distributed at the valet.

Issue Date: December 7

RATES (NET):

SIZE	1X	4X
2x4 (3.255" x 4")	\$576	\$480
2x5 (3.255" x 5")	\$720	\$600
2x6 (3.255" x 6")	\$864	\$720
2x7 (3.255" x 7")	\$1,008	\$840
3x5 (4.941" x 5")	\$1,080	\$900
1/8 pg (4.941" x 5.25")	\$1,134	\$945
3x7 (4.941" x 7")	\$1,512	\$1,260
1/4 pg (4.941" x 10.5")	\$2,268	\$1,890
1/3 pg (4.941" x 16")	\$3,456	\$2,350
Half pg (10" x 10.5" or 4.941" x 21")	\$4,536	\$3,780
Full pg (10" x 21")	\$9,072	\$7,560

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

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