

THE SOCIAL SEASON 2012

The Social Season will appear in
Park Cities People and *Preston Hollow People*.

Total circulation: 20,616



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

FOR FEBRUARY ISSUE

Ad Reservation: January 26
Artwork Deadline: February 1
Issue Date: February 10

FOR AUGUST ISSUE

Ad Reservation: August 10
Artwork Deadline: August 22
Issue Date: August 31

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

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