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DALLAS POST TRIBUNE

CHURCH, non-profit and bulk advertising rates

Number of Columns

	1	2	3	4	5	6
1	\$15.00	\$30.00	\$45.00	\$60.00	\$75.00	\$90.00
2	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$180.00
3	\$45.00	\$90.00	\$135.00	\$180.00	\$225.00	\$270.00
4	\$60.00	\$120.00	\$180.00	\$240.00	\$300.00	\$360.00
5	\$75.00	\$150.00	\$225.00	\$300.00	\$375.00	\$450.00
6	\$90.00	\$180.00	\$270.00	\$360.00	\$450.00	\$540.00
7	\$105.00	\$210.00	\$315.00	\$420.00	\$525.00	\$630.00
8	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00	\$720.00
9	\$135.00	\$270.00	\$405.00	\$540.00	\$675.00	\$810.00
10	\$150.00	\$300.00	\$450.00	\$600.00	\$750.00	\$900.00
11	\$165.00	\$330.00	\$495.00	\$660.00	\$825.00	\$990.00
12	\$180.00	\$360.00	\$540.00	\$720.00	\$900.00	\$1,080.00
13	\$195.00	\$390.00	\$585.00	\$780.00	\$975.00	\$1,170.00
14	\$210.00	\$420.00	\$630.00	\$840.00	\$1,050.00	\$1,260.00
15	\$225.00	\$450.00	\$675.00	\$900.00	\$1,125.00	\$1,350.00
16	\$240.00	\$480.00	\$720.00	\$960.00	\$1,200.00	\$1,440.00
17	\$255.00	\$510.00	\$765.00	\$1,020.00	\$1,275.00	\$1,530.00
18	\$270.00	\$540.00	\$810.00	\$1,080.00	\$1,350.00	\$1,620.00
19	\$285.00	\$570.00	\$855.00	\$1,140.00	\$1,425.00	\$1,710.00
20	\$300.00	\$600.00	\$900.00	\$1,200.00	\$1,500.00	\$1,800.00
21	\$315.00	\$630.00	\$945.00	\$1,260.00	\$1,575.00	\$1,890.00

BLACK & WHITE

Full Page	\$1,890.00
1/2 Page	\$ 945.00
1/4 Page	\$ 472.50
1/8 Page	\$ 236.25
1/16 Page	\$ 118.13

QUICK REFERENCE

FULL COLOR

Full Page	\$2,290.00
1/2 Page	\$ 1,345.00
1/4 Page	\$ 872.50
1/8 Page	\$ 636.25
1/16 Page	\$ 518.13

DALLAS POST TRIBUNE

*These rates apply to LOCAL (Non-National) Businesses only

Number of Columns

	1	2	3	4	5	6
1	\$25.00	\$50.00	\$75.00	\$100.00	\$125.00	\$150.00
2	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00	\$300.00
3	\$75.00	\$150.00	\$225.00	\$300.00	\$375.00	\$450.00
4	\$100.00	\$200.00	\$300.00	\$400.00	\$500.00	\$600.00
5	\$125.00	\$250.00	\$375.00	\$500.00	\$625.00	\$750.00
6	\$150.00	\$300.00	\$450.00	\$600.00	\$750.00	\$900.00
7	\$175.00	\$350.00	\$525.00	\$700.00	\$875.00	\$1,050.00
8	\$200.00	\$400.00	\$600.00	\$800.00	\$1,000.00	\$1,200.00
9	\$225.00	\$450.00	\$675.00	\$900.00	\$1,125.00	\$1,350.00
10	\$250.00	\$500.00	\$750.00	\$1,000.00	\$1,250.00	\$1,500.00
11	\$275.00	\$550.00	\$825.00	\$1,100.00	\$1,375.00	\$1,650.00
12	\$300.00	\$600.00	\$900.00	\$1,200.00	\$1,500.00	\$1,800.00
13	\$325.00	\$650.00	\$975.00	\$1,300.00	\$1,625.00	\$1,950.00
14	\$350.00	\$700.00	\$1,050.00	\$1,400.00	\$1,750.00	\$2,100.00
15	\$375.00	\$750.00	\$1,125.00	\$1,500.00	\$1,875.00	\$2,250.00
16	\$400.00	\$800.00	\$1,200.00	\$1,600.00	\$2,000.00	\$2,400.00
17	\$425.00	\$850.00	\$1,275.00	\$1,700.00	\$2,125.00	\$2,550.00
18	\$450.00	\$900.00	\$1,350.00	\$1,800.00	\$2,250.00	\$2,700.00
19	\$475.00	\$950.00	\$1,425.00	\$1,900.00	\$2,375.00	\$2,850.00
20	\$500.00	\$1,000.00	\$1,500.00	\$2,000.00	\$2,500.00	\$3,000.00
21	\$525.00	\$1,050.00	\$1,575.00	\$2,100.00	\$2,625.00	\$3,150.00
<u>BLACK & WHITE</u>			QUICK REFERENCE	<u>FULL COLOR</u>		
Full Page	\$3,150.00			Full Page	\$3,550.00	
1/2 Page	\$1,575.00			1/2 Page	\$1,775.00	
1/4 Page	\$ 787.50			1/4 Page	\$1,187.50	
1/8 Page	\$ 393.75			1/8 Page	\$ 793.75	
1/16 Page	\$ 196.88			1/16 Page	\$ 596.88	

DALLAS POST TRIBUNE

*These rates apply to Advertising Agencies, National Businesses and Political ads only
Number of Columns

	1	2	3	4	5	6
1	\$42.00	\$84.00	\$126.00	\$168.00	\$210.00	\$252.00
2	\$84.00	\$168.00	\$252.00	\$336.00	\$420.00	\$504.00
3	\$126.00	\$252.00	\$378.00	\$504.00	\$630.00	\$756.00
4	\$168.00	\$336.00	\$504.00	\$672.00	\$840.00	\$1008.00
5	\$210.00	\$420.00	\$630.00	\$840.00	\$1050.00	\$1,260.00
6	\$252.00	\$504.00	\$756.00	\$1,008.00	\$1,260.00	\$1,512.00
7	\$294.00	\$588.00	\$882.00	\$1,176.00	\$1,470.00	\$1764.00
8	\$336.00	\$672.00	\$1,008.00	\$1,344.00	\$1,680.00	\$2,016.00
9	\$378.00	\$756.00	\$1,134.00	\$1,512.00	\$1,890.00	\$2,268.00
10	\$420.00	\$840.00	\$1,260.00	\$1,680.00	\$2,100.00	\$2,520.00
11	\$462.00	\$924.00	\$1,386.00	\$1,848.00	\$2,310.00	\$2,772.00
12	\$504.00	\$1,008.00	\$1,572.00	\$2,016.00	\$2,520.00	\$3,024.00
13	\$546.00	\$1092.00	\$1,638.00	\$2,184.00	\$2,730.00	\$3,312.00
14	\$588.00	\$1,176.00	\$1,764.00	\$2,352.00	\$2,940.00	\$3,528.00
15	\$630.00	\$1,260.00	\$1,890.0	\$2,520.00	\$3,150.00	\$3,780.00
16	\$672.00	\$1,344.00	\$2,016.00	\$2,688.00	\$3,360.00	\$4,032.00
17	\$714.00	\$1,428.00	\$2,142.00	\$2,856.00	\$3,570.00	\$4,284.00
18	\$756.00	\$1,512.00	\$2,268.00	\$3,024.00	\$3,780.00	\$4,536.00
19	\$798.00	\$1,596.00	\$2,394.00	\$3,192.00	\$3,990.00	\$4,088.00
20	\$840.00	\$1,680.00	\$2,520.00	\$3,360.00	\$4,200.00	\$4,200.00
21	\$882.00	\$1,764.00	\$2,645.00	\$3,528.00	\$4,410.00	\$5,292.00
BLACK & WHITE			QUICK REFERENCE	FULL COLOR		
Full Page	\$5,292.00			Full Page	\$5,692.00	
1/2 Page	\$2,646.00			1/2 Page	\$3,046.00	
1/4 Page	\$1,323.00			1/4 Page	\$1,723.00	
1/8 Page	\$651.50			1/8 Page	\$1,051.50	
1/16 Page	\$330.60			1/16 Page	\$730.60	



INSERTION ORDER

P.O. Box 570769 • Dallas, Texas 75357-0769
 2726 S. Beckley Ave. • Dallas, Texas 75224
 Telephone: 214-946-7678 • Fax: 214-275-3425
www.dallasposttrib.com • email: sales.ads@dallasposttrib.net

SPECIAL INSTRUCTIONS:

Regulations:

Although, every effort will be made to ensure your advertisement runs without error, occasionally mistakes do occur. It is up to the advertiser to ensure all submitted information is correct. A proof of the advertisement can be requested before running, **no later than noon Tuesday**. We will not be held responsible to any errors of the advertisement is not proofed prior to running. *We reserve the right to refuse or cancel any advertising contract.*

Advertisers are responsible for any advertisement placed by an individual with their company, even if unintentional.

The deadline for advertisement and articles is: **MONDAY BEFORE NOON**, prior to Thursday's publication. All advertisements received after the deadline must be camera-ready no later than, **TUESDAY BEFORE NOON**. All articles received after the deadline will be held for the next publication.

We reserve the right to charge for space for any ad cancelled after the deadline (**MONDAY BEFORE NOON**).

We will try to place your advertisement where requested, but position is often dictated by page count and article layout requirements. Please inform us of any placement requirements and we will do our best to comply however, all advertisement positioning is based on a first-come, first-served term. We cannot guarantee positioning for any advertisement under the size of a fourth-page (1/4). Positioning can only be granted for 15% over a non-discounted rate.

We will return all advertisements, advertising artwork and/or photos upon request. All advertisement, advertising artwork, and/or photos held after two (2) weeks are subject to disposal.

All legal, political, personal service or classified must be paid in full prior to running.

Measurements:

1 column = 1.667"
 2 columns = 3.446"
 3 columns = 5.241"

4 columns = 7.043"
 5 columns = 8.837"
 6 columns = 10.625"

Full-page = 10.625" x 20.959"
 1/2 page = 10.625" x 10.4"
 1/4 page = 5.25" x 10.4"

Advertising Insertion Order Authorization

Billing Information

Firm Name: _____

c/o Ad Agency: _____

Address: _____

City: _____

Email: _____

Person Authorizing Ad: _____

Advertising Information

Date: _____

Insertion Dates: _____

Title of Ad: _____

Size of Ad: _____

Rate of Ad: _____

Total Cost: _____