



# THE DALLAS POST TRIBUNE

2726 S. Beckley Avenue • Dallas, Texas 75224/P.O. Box 570769 • Dallas, Texas 75357-0769  
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Website: [www.dallasposttrib.com](http://www.dallasposttrib.com) • Email: [sales.ads@dallasposttrib.net](mailto:sales.ads@dallasposttrib.net)

*The Oldest and Largest Black-Owned and Operated Newspaper in North Texas*

## CELEBRATING 70 YEARS!

### History

The Dallas Post Tribune, started 69 years ago in 1947 by founder Burt C. Muse, was formed with the philosophy of educating and enhancing the black community, especially youths. Today our philosophy remains much the same, except we are more diversified, educating and enhancing not just the black community, but all communities.

### Black Press Credo

The Black Press believes that America can best lead the world away from racial and national antagonisms when it accords to every person, regardless of race, color or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.

### Company Information

Publishing Company:	Tribune Publishing, Inc.	Readership:	30,000 - 40,000
Established:	1947	Total Black Population:	350,000 *
Type of Newspaper:	Community	Avg. Household Income:	\$35,000*
Frequency:	Weekly (Thursdays)	DBE Certification No.:	BMSD2943N1099
HUB Certification No.:	1751183243200		

\* Figures obtained from Census Bureau, Dallas Branch. Reflects 2010 Census results.

### Board of Directors

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Atty. Theodora Lee  
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Atty. Gary Bond  
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Mrs. Mattie Weatherman  
Mrs. Shirley Gray

### Advertising Department

Mrs. Shirley Gray  
Ms. Chloe Buckley

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Mrs. Shirley Gray, *Publisher/*  
*(Manager; Operations, Billing & Collection)*  
Ms. Chloe Buckley, *Manager/Production*  
Mrs. Mattie Weatherman, *Production*  
Atty. Gary Bond, *Legal Counselor*

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Dr. Ester Davis  
Rev. Johnny C. Smith  
Mrs. Colleen White  
Dr. Joyce Teal

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Mrs. Delia Lyons  
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Mrs. Joan Fowler

### Circulation Department

### Photographers

Mr. Frederick Waheed

Mr. Elester Coleman  
Mrs. Joan Fowler  
Mr. Samuel Ferrell  
Mr. Jermain Clemon

## Circulation

The bulk of the distribution is centered in the inner city neighborhoods and downtown business district of Dallas. The paper can be purchased throughout the Dallas/Fort Worth Metroplex, and is distributed through independent agents, home subscriptions, coin boxes, and in-store placement. Also, each school in the Dallas ISD receives copies of the newspaper.

## Regulations for Publication

- 1) 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, up to noon Tuesday. We will not be held responsible for any errors if the advertisement is not proofed prior to running. If an error occurs on our part, we will re-run a corrected version of your advertisement in the following edition. We will not be held responsible for any losses beyond the value of the advertisement space.
- 2) From time to time it is necessary to revise or reject advertisement to maintain the quality of our newspaper. Revisions will be performed only upon receipt of written confirmation from the advertiser. In the event of advertisement rejection, we will assist you in rewriting the advertisement at your request. We do reserve the right to refuse any advertisement or cancel any advertising contract.
- 3) All advertisements must be accompanied by an insertion order signed by the advertiser. Advertisers are responsible for any advertisement placed by their company, even if unintentional. The deadline for advertisements and articles is MONDAY AND TUESDAY AT NOON, prior to that Thursday's publication. All advertisements received after the deadline must be camera ready, up to TUESDAY AT NOON. All articles received after the deadline will be held over for the next publication, if non-dated material. We reserve the right to charge for space any advertisement canceled after the deadline.
- 4) We will try to place your advertisement where requested, but position is often dictated by 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 basis. We cannot guarantee positioning for any advertisement under a fourth-page.
- 5) We will return all advertisements, advertising artwork and/or photos upon request. All advertisements, advertising artwork or photos held after two (2) weeks are subject to disposal.
- 6) We will do our best to notify all active advertisers of any rate changes. If you have any rate questions, please call your advertising representative for current prices.
- 7) Advertising credit is available for eligible businesses or individuals. For information on requirements, contact your advertising representative for further details.
- 8) In the event the State of Texas legislates a state sales tax for advertising, we will inform you and add tax to all future invoices.
- 9) All legal, political, personal service or classified advertisements must be paid in full prior to running.
- 10) All advertisements that appear editorial in nature require the phrase "Paid Advertisement" to appear in the ad and the advertisement must be bordered.

## Special Editions

Each year we offer special advertising rates for our Martin Luther King, Black History Month, Valentine, Mothers' Day, June-teenth, Fourth of July, Back To School, Thanksgiving, Christmas and New Year editions. Contact your advertising representative for more information and rates.

## Technical Specifications

We print using the SAU broadsheet format with each page measuring 6 columns (13 inches total) by 21 inches for 126 total column inches. Please use the following column inch widths when preparing an ad: one column - 2.0625", two columns - 4.25", three columns - 6.4375", four columns - 8.625", five columns - 10.8125" and six columns - 13". Always border on the inside. Full- and half-page advertisements exceeding these specifications will be reduced to fit. All other advertisements exceeding these width requirements may be assessed an additional column's rate charge upon approval of the advertiser. When preparing the advertisement, also note we use a 65 or 85 line screen and we have a 20% dot gain at press time. No ad floating please.

## Discount Qualifications

Advertisers who run four or more consecutive ads qualify for discounted column inch rates. Contact your advertising representative for more information and rates.

## Column Inch Rates

### **National - \$35 per column inch**

The national rate applies to advertising agencies (gross rate, 15% commission), national or international companies, and political advertisements.

### **Local - \$20 per column inch**

The local rate applies to businesses who reside and conduct business within the County of Dallas only.

Other rates may be available for non-profit organizations, educational institutions and religious organizations. Please contact your advertising representative for more information.

### **Basic Ad Sizes w/ Rates**

Full-Page National:	\$4,410.00	Full-Page Local:	\$2,520.00 (b/w) - \$2,920.00 (color)
Half-Page National:	\$2,205.00	Half-Page Local:	\$1,260.00 (b/w) - \$1,660.00 (color)
Quarter-Page National:	\$1,102.50	Quarter-Page Local:	\$ 630.00 (b/w) - \$1,030.00 (color)
Eighth-Page National:	\$ 551.25	Eighth-Page Local:	\$ 315.00 (b/w) - \$ 715.00 (color)
Sixteenth-Page National:	\$ 275.50	Sixteenth-Page Local:	\$ 157.50 (b/w) - \$ 557.50 (color)
Business Card National (2 x 2):	\$ 140.00	Business Card Local (2 x 2):	\$ 80.00 (b/w) - \$ 120.00 (color)

## Color Charges

Color is assessed at \$100 per color per page and \$400 for full color per page. These color charges are for one full page, regardless of the size or number of ads on the page. Color charges are assessed on top of advertising total.

## Classified Ad Rates

Classified advertisements are \$10 for the first 10 words, with 50¢ for each additional word. Classifieds may also be billed at \$2.50 per line. Bold lettering, a border or reversed printing (white lettering on a black background) is \$2 extra per feature per classified. The column inch width for classified is the same as the rest of the newspaper as stated in this kit, and rates quoted are for agate type (6 pt. Helvetica/Arial). All classifieds must be pre-paid.

## Insert Rates

Inserts no larger than a 4-page tabloid format (10.5" by 13") are \$100 per 1,000 insertions. Zoning is available. Contact your advertising representative for more information. Larger size inserts may require an additional fee.

## Subscriptions

1 Year In-State:	\$65	2 Years In-State:	\$120
1 Year Out-of-State:	\$75	2 Years Out-of-State:	\$130

Subscriptions are billed per annual year. Discounts may be available to non-profit and educational institutions. Please call for more information. A subscription form has been provided below for your convenience.

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Company: \_\_\_\_\_ Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ 1 Year: \_\_\_\_\_ 2 Year: \_\_\_\_\_ In-State: \_\_\_\_\_ Out-of-State: \_\_\_\_\_

New: \_\_\_\_\_ Renewal: \_\_\_\_\_

Send this form, along with payment, to: The Dallas Post Tribune, c/o Subscriptions, P.O. Box 570769, Dallas, TX 75357-0769