



P.O. Box 570769 • Dallas, Texas 75357-0769

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# DALLAS POST TRIBUNE

## CHURCH, non-profit and bulk advertising rates

### Number of Columns

	1	2	3	4	5	6
1	\$10.00	\$20.00	\$30.00	\$40.00	\$50.00	\$60.00
2	\$20.00	\$40.00	\$60.00	\$80.00	\$100.00	\$120.00
3	\$30.00	\$60.00	\$90.00	\$120.00	\$150.00	\$180.00
4	\$40.00	\$80.00	\$120.00	\$160.00	\$200.00	\$240.00
5	\$50.00	\$100.00	\$150.00	\$200.00	\$250.00	\$300.00
6	\$60.00	\$120.00	\$180.00	\$240.00	\$300.00	\$360.00
7	\$70.00	\$140.00	\$210.00	\$280.00	\$350.00	\$420.00
8	\$80.00	\$160.00	\$240.00	\$320.00	\$400.00	\$480.00
9	\$90.00	\$180.00	\$270.00	\$360.00	\$450.00	\$540.00
10	\$100.00	\$200.00	\$300.00	\$400.00	\$500.00	\$600.00
11	\$110.00	\$220.00	\$330.00	\$440.00	\$550.00	\$660.00
12	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00	\$720.00
13	\$130.00	\$260.00	\$390.00	\$520.00	\$650.00	\$780.00
14	\$140.00	\$280.00	\$420.00	\$560.00	\$700.00	\$840.00
15	\$150.00	\$300.00	\$450.00	\$600.00	\$750.00	\$900.00
16	\$160.00	\$320.00	\$480.00	\$640.00	\$800.00	\$960.00
17	\$170.00	\$340.00	\$510.00	\$680.00	\$850.00	\$1,020.00
18	\$180.00	\$360.00	\$540.00	\$720.00	\$900.00	\$1,080.00
19	\$190.00	\$380.00	\$570.00	\$760.00	\$950.00	\$1,140.00
20	\$200.00	\$400.00	\$600.00	\$800.00	\$1,000.00	\$1,200.00
21	\$210.00	\$420.00	\$630.00	\$840.00	\$1,050.00	\$1,260.00

#### **BLACK & WHITE**

Full Page	\$1,260.00
1/2 Page	\$ 630.00
1/4 Page	\$ 315.00
1/8 Page	\$ 157.50
1/16 Page	\$ 78.75

#### **QUICK REFERENCE**

#### **FULL COLOR**

Full Page	\$1,660.00
1/2 Page	\$1,130.00
1/4 Page	\$ 715.00
1/8 Page	\$ 557.50
1/16 Page	\$ 478.75

# DALLAS POST TRIBUNE

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

## Number of Columns

	1	2	3	4	5	6
1	\$20.00	\$40.00	\$60.00	\$80.00	\$100.00	\$120.00
2	\$40.00	\$80.00	\$120.00	\$160.00	\$200.00	\$240.00
3	\$60.00	\$120.00	\$180.00	\$240.00	\$300.00	\$360.00
4	\$80.00	\$160.00	\$240.00	\$320.00	\$400.00	\$480.00
5	\$100.00	\$200.00	\$300.00	\$400.00	\$500.00	\$600.00
6	\$120.00	\$240.00	\$360.00	\$480.00	\$600.00	\$720.00
7	\$140.00	\$280.00	\$420.00	\$560.00	\$700.00	\$840.00
8	\$160.00	\$320.00	\$480.00	\$640.00	\$800.00	\$960.00
9	\$180.00	\$360.00	\$540.00	\$720.00	\$900.00	\$1,080.00
10	\$200.00	\$400.00	\$600.00	\$800.00	\$1,000.00	\$1,200.00
11	\$220.00	\$440.00	\$660.00	\$880.00	\$1,100.00	\$1,320.00
12	\$240.00	\$480.00	\$720.00	\$960.00	\$1,200.00	\$1,440.00
13	\$260.00	\$520.00	\$780.00	\$1,040.00	\$1,300.00	\$1,560.00
14	\$280.00	\$560.00	\$840.00	\$1,120.00	\$1,400.00	\$1,680.00
15	\$300.00	\$600.00	\$900.00	\$1,200.00	\$1,500.00	\$1,800.00
16	\$320.00	\$640.00	\$960.00	\$1,280.00	\$1,600.00	\$1,920.00
17	\$340.00	\$680.00	\$1,020.00	\$1,360.00	\$1,700.00	\$2,040.00
18	\$360.00	\$720.00	\$1,080.00	\$1,440.00	\$1,800.00	\$2,160.00
19	\$380.00	\$760.00	\$1,140.00	\$1,520.00	\$1,900.00	\$2,280.00
20	\$400.00	\$800.00	\$1,200.00	\$1,600.00	\$2,000.00	\$2,400.00
21	\$420.00	\$840.00	\$1,260.00	\$1,680.00	\$2,100.00	\$2,520.00

<b><u>BLACK &amp; WHITE</u></b>		<b>QUICK REFERENCE</b>	<b><u>FULL COLOR</u></b>	
Full Page	\$2,520.00		Full Page	\$2,920.00
1/2 Page	\$1,260.00		1/2 Page	\$1,660.00
1/4 Page	\$ 630.00		1/4 Page	\$1,030.00
1/8 Page	\$ 315.00		1/8 Page	\$ 715.00
1/16 Page	\$ 157.50		1/16 Page	\$ 478.50

# 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	\$35.00	\$70.00	\$105.00	\$140.00	\$175.00	\$210.00
2	\$70.00	\$140.00	\$210.00	\$280.00	\$350.00	\$420.00
3	\$105.00	\$210.00	\$315.00	\$420.00	\$525.00	\$630.00
4	\$140.00	\$280.00	\$420.00	\$560.00	\$700.00	\$840.00
5	\$175.00	\$350.00	\$525.00	\$700.00	\$875.00	\$1,050.00
6	\$210.00	\$420.00	\$630.00	\$840.00	\$1,050.00	\$1,260.00
7	\$245.00	\$490.00	\$735.00	\$980.00	\$1,225.00	\$1,470.00
8	\$280.00	\$560.00	\$840.00	\$1,120.00	\$1,400.00	\$1,680.00
9	\$315.00	\$630.00	\$945.00	\$1,260.00	\$1,575.00	\$1,890.00
10	\$350.00	\$700.00	\$1,050.00	\$1,400.00	\$1,750.00	\$2,100.00
11	\$385.00	\$770.00	\$1,155.00	\$1,540.00	\$1,925.00	\$2,310.00
12	\$420.00	\$840.00	\$1,260.00	\$1,680.00	\$2,100.00	\$2,520.00
13	\$455.00	\$910.00	\$1,365.00	\$1,820.00	\$2,275.00	\$2,730.00
14	\$490.00	\$980.00	\$1,470.00	\$1,960.00	\$2,450.00	\$2,940.00
15	\$525.00	\$1,050.00	\$1,575.00	\$2,100.00	\$2,625.00	\$3,150.00
16	\$560.00	\$1,120.00	\$1,680.00	\$2,240.00	\$2,800.00	\$3,360.00
17	\$595.00	\$1,190.00	\$1,785.00	\$2,380.00	\$2,975.00	\$3,570.00
18	\$630.00	\$1,260.00	\$1,890.00	\$2,520.00	\$3,150.00	\$3,780.00
19	\$665.00	\$1,330.00	\$1,995.00	\$2,660.00	\$3,325.00	\$3,990.00
20	\$700.00	\$1,400.00	\$2,100.00	\$2,800.00	\$3,500.00	\$4,200.00
21	\$735.00	\$1,470.00	\$2,205.00	\$2,940.00	\$3,675.00	\$4,410.00
<b>BLACK &amp; WHITE</b>			<b>QUICK REFERENCE</b>	<b>FULL COLOR</b>		
Full Page	\$4,410.00	Full Page		\$4,810.00		
1/2 Page	\$2,205.00	1/2 Page		\$2,605.00		
1/4 Page	\$1,102.50	1/4 Page		\$1,502.50		
1/8 Page	\$ 551.25	1/8 Page		\$ 951.25		
1/16 Page	\$ 275.50	1/16 Page		\$ 675.50		

## LOCAL ADVERTISING INFORMATION

### DEADLINE

The Dallas Post Tribune is published every Thursday. Space reservations and articles must be received by Monday at noon. Camera-ready ads may be received up to noon on Tuesday with prior space reservation.

### COLOR

Color is available for \$100.00 per color, \$400.00 for full color. Advertisers must supply color separations and camera-ready ads.

### AD DESIGN

Scanning, typesetting and ad design assistance is available to display advertisers.

### CAMERA-READY

- Ads must conform to broadsheet SAU specifications.
- Ads must be on a paper positive (PMT or velox) for black and white ads or in negative format for color ads.
- Ads must use 65 or 85 line screen.
- Any changes to the advertisement must be done by the advertiser.

### CLASSIFIED ADS

Classifieds are \$10.00 for up to the first 10 words. Each additional word after that is \$.50 cent each. If you would like a border around your ad, larger print, bold print or an inverse print (white lettering on a black background), the cost is \$2.00 extra per feature (i.e. bold lettering and a border, the price would be \$4.00 extra).

### MEASUREMENT CHART

<i>1/6 Increment Equivalents</i>	
1/16"	= .0625
1/8"	= .125
3/16"	= .1875
1/4"	= .25
5/16"	= .3125
3/8"	= .375
7/16"	= .4375
1/2"	= .5
9/16"	= .5625
5/8"	= .625
11/16"	= .6875
3/4"	= .75
13/16"	= .8125
7/8"	= .875
15/16"	= .9375
<i>Full Page = 11.625" width x 21" height</i>	
<i>1/2 page = 11.625" width x 10.5" height</i>	

<i>Columns</i>	
1 Column	= 1.833"
2 Column	= 3.792"
3 Column	= 5.750"
4 Column	= 7.708"
5 Column	= 9.667"
6 Column	= 11.625"
<i>Full Page</i>	= 126
<i>3/4 Page</i>	= 94 1/2
<i>1/2 Page</i>	= 63
<i>1/4 Page</i>	= 31 1/2
<i>1/8 Page</i>	= 15 3/4
<i>1/16 Page</i>	= 8
<i>Business Card</i>	= 4



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## BUSINESS CARDS

<b>Church</b>
2 x 2 (b/w) - \$ 40.00
2 x 2 (color) - \$440.00

<b>Local</b>
2 x 2 (b/w) - \$ 80.00
2 x 2 (color) - \$480.00

<b>National</b>
2 x 2 (b/w) - \$140.00
2 x 2 (color) - \$540.00

## INSERTS RATES

Inserts no larger than (10.5" by 13") are \$100 per 1,000 insertions.

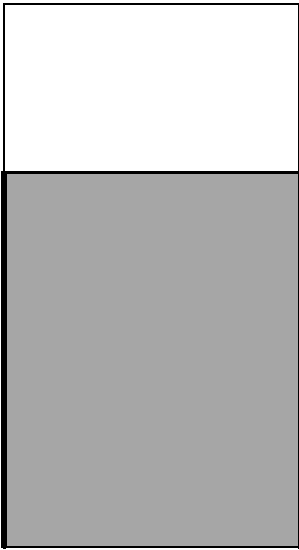
Contact your advertising representative for more information.

Larger size inserts may require an additional fee.

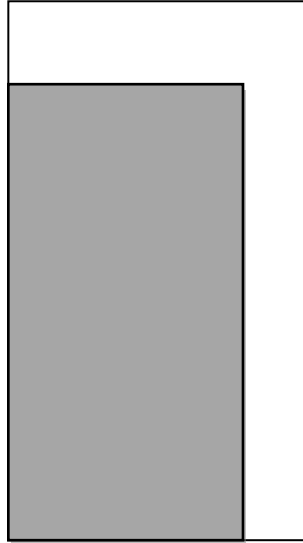


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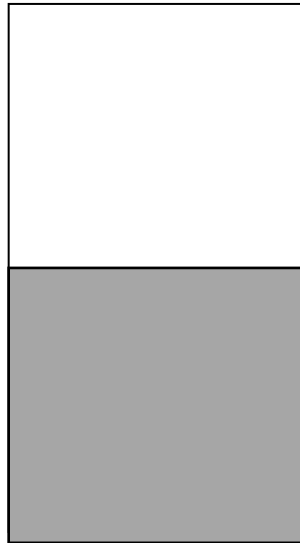
DALLAS POST TRIBUNE - PREFERRED LOCAL CUSTOMER SAMPLE/RATE CARD



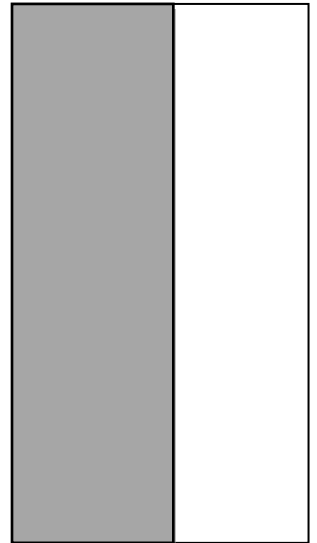
**1/4 Page**  
13" x 15 3/4"



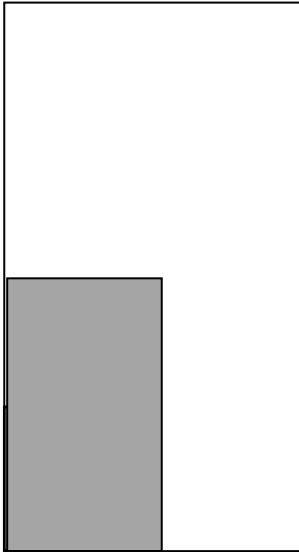
**1/4 Page**  
10 13/16" x 19"



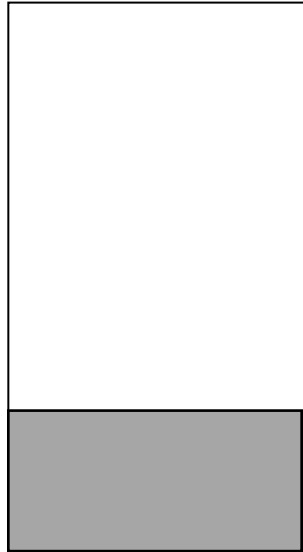
**1/2 Page**  
13" x 10 1/2"



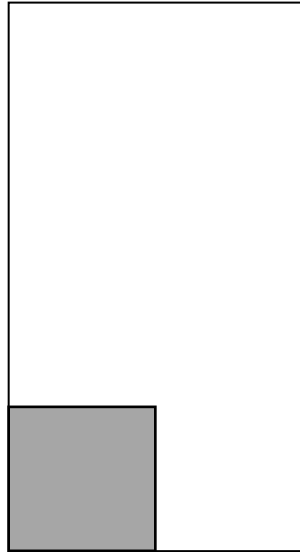
**1/2 Page**  
6 7/16" x 21"



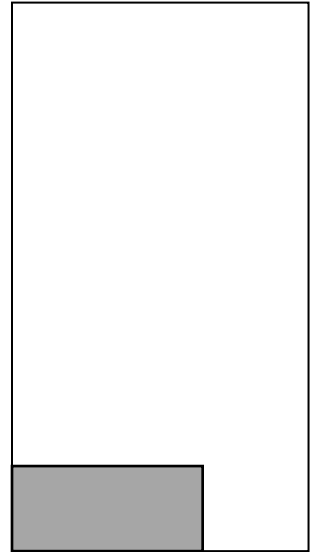
**1/4 Page**  
6 7/16" X 10 1/2"



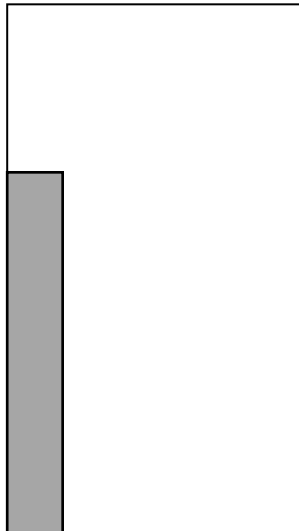
**1/4 Page**  
13" x 5 1/4"



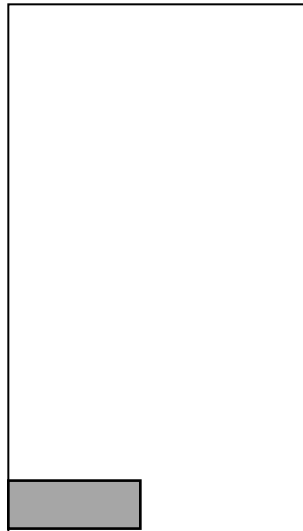
**1/8 Page**  
6 7/16" x 5 1/4"



**1/8 Page**  
8 5/8" x 4"



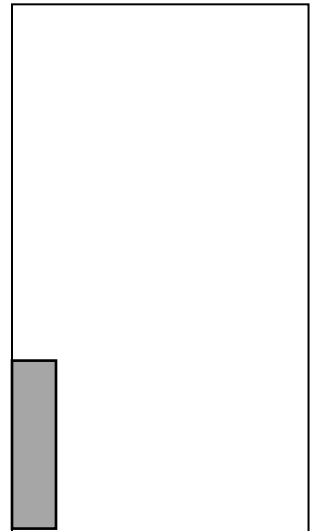
**1/8 Page**  
2 1/16" x 15 3/4"



**1/16 Page**  
6 7/16" x 2 1/2"



**1/16 Page**  
4 1/4" x 4"



**1/16 Page**  
2 1/16" x 8"



# INSERTION ORDER

P.O. Box 570769 • Dallas, Texas 75357-0769  
 2726 S. Beckley Ave. • Dallas, Texas 75224  
 Telephone: 214-946-7678 • Fax: 214-946-7636  
[www.dallasposttrib.com](http://www.dallasposttrib.com) • email: sales.ads@dallasposttrib.net

**SPECIAL INSTRUCTIONS:**

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**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 = 1.812"	4 columns = 7.625"	full page = 11.5 x 21"
2 columns = 3.75"	5 columns = 9.562"	½ page = 11.625 x 10.5"
3 columns = 5.687"	6 columns = 11.5"	¼ page = 5.687 x 10.5"

## 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:** \_\_\_\_\_