

Peel, Inc.

COMMUNITY NEWSLETTERS

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Ad Rates & Specifications Dallas & Fort Worth

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Please visit our web-site for Ad Rate Sheets for other regions.

Community	Circulation	Zip Codes	Frequency	RATES PER NEIGHBORHOOD				
				*Inserts	Full	Half	Quarter	Eighth
Brook Meadows (Colleyville)	225	76034	Monthly	\$290	\$190	\$145	\$100	\$75
Estates of Russell Creek (Plano)	900	75025	Monthly	\$325	\$225	\$170	\$125	\$100
Timarron (Southlake)	1700	76034 / 76092	Monthly	\$355	\$255	\$195	\$140	\$115
Woodland Hills (Colleyville)	500	76034	Monthly	\$290	\$195	\$145	\$100	\$75

*Inserts must be provided. Discounts do not apply to inserts.

Ad deadline is always the 20th of the month prior to the issue.

Base Discount

The base discount applies to contracts with multiple months in the same newsletter or ads in multiple newsletters. These ads do not have to be the same. They can be changed monthly, or they can be neighborhood specific. The more ads purchased on a contract, the larger the discount.

- 3 ads - 5%
- 6 ads - 10%
- 12 ads - 15%

Gold Discount

The Gold Discount is similar to the base discount with a few additional criteria. To qualify for the Gold Discount, the ads need to be one of the following:

- All the exact same ads, meaning the ad will need to be set up only once and any subsequent ads on the contract will match the first one.

OR

- Professionally created ads that are in the format required for newsletter publication (ie: camera-ready ads). Contracts with camera-ready ads may include different ads each month as long as all ads are provided camera-ready. Please see our website to view the description of camera-ready ads to see if your ad qualifies.

Gold Discount rates are as follows:

- 2 ads - 10%
- 3 ads - 15%
- 6 ads - 20%
- 12 ads - 25%

Ad Specifications

The following table lists the standard ad dimensions. There is a 25% upcharge for all non-standard ad sizes.

Ad	Size
	width x height
Full	7.5 x 9.75
Half	7.5 x 5
or	3.75 x 9.75
Quarter	3.75 x 5
or	7.5 x 2.5
Eighth	3.75 x 2

Additional Info:

- There is a 10% charge for a special placement of an ad.
- All newsletters are mailed by the first week of the month.
- Basic typesetting is included in the ad price.
- A typesetting fee will be charged for excessive or detailed typesetting.
- Major or excessive changes on proof will result in a \$25.00 Extra Charge.
- Proofs sent must be signed & returned in timely manner to avoid errors in publishing.

