



PEEL, INC.
community newsletters

DALLAS MEDIA KIT

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Community	RATES PER NEIGHBORHOOD						
	Circulation	Zip Codes	*Inserts	Full	Half	Quarter	Eighth
Brook Meadows (Colleyville)	225	76034	\$290	\$190	\$145	\$100	\$75
Timarron (Southlake)	1700	76034/76092	\$355	\$255	\$195	\$140	\$115
Woodland Hills (Colleyville)	500	76034	\$290	\$190	\$145	\$100	\$75

Pre-Paid Discount Options

Base Discount Option 1

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 - Peel, Inc. will design all the required ads. 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 Option 2

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: print-ready ads). Contracts with print-ready ads may include different ads each month as long as all ads are provided print-ready. Please see our website to view the description of print-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%

Additional Info:

- All of our newsletters are monthly publications and arrive in the homes during the middle of the issue month.
- All ads are black and white print ads.
- There is a 10% charge for a special placement of an ad.
- Basic typesetting is included in the ad price for the first ad on the contract.
- A typesetting fee will be charged for excessive or detailed typesetting.
- Major or excessive changes on proof may result in an Extra Charge.
- Proofs sent must be signed & returned in timely manner to avoid errors in publishing.
- ***Inserts must be provided. *Discounts do not apply to inserts.**

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 or	7.5 x 5 3.75 x 9.75
Quarter or	3.75 x 5 7.5 x 2.5
Eighth	3.75 x 2

Deadline

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

Payment

Accept all major credit cards and PayPal.



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www.PEELinc.com