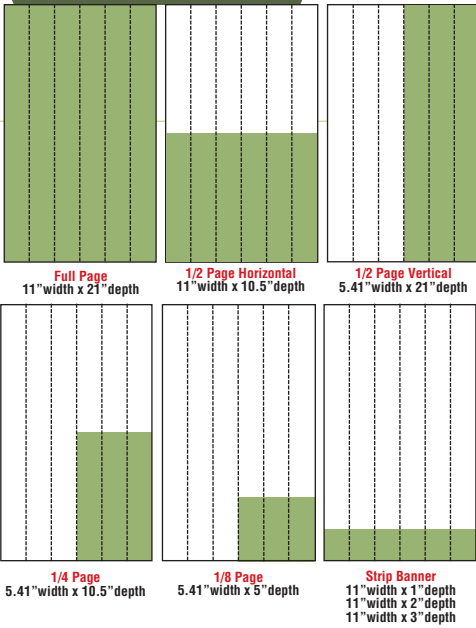


advertising & marketing opportunities

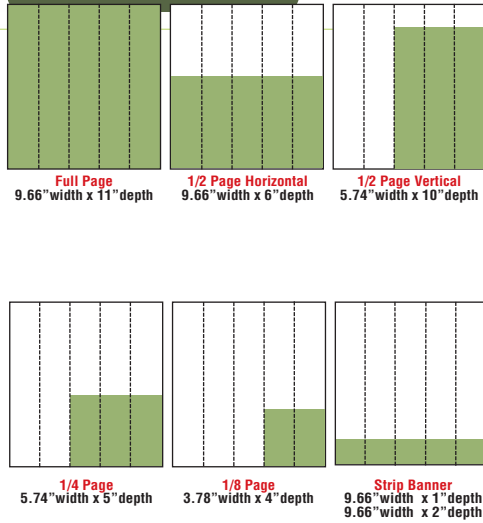
- Display Advertising
- Classified Advertising
- Integrated Ad Shapes
- Special Sections
- Front Page and Cover Page Strip Ads
- Front Page Notes
- Event Marketing
- Reader Promotions
- Rack Card Promotions
- Posters and Collateral
- Custom Publishing
- Inserts - Distributed on Wednesdays and Saturdays
- Direct Mail

ad sizes | deadlines | specs

Broadsheet Sizes



Tabloid Sizes



6 column wide Full-page depth is 21"

Columns	Width in Inches
1	1.69
2	3.55
3	5.41
4	7.27
5	9.13
6	11
13	23

5 column wide Full-page depth is 11"

Columns	Width in Inches	Tabloid Publications
1	1.82	La Vida Friday
2	3.78	Punto Extra Monday
3	5.74	
4	7.70	
5	9.66	
11	20.50	

DEADLINES

- Space Reservation:**
2 days prior to publication
- Materials Submission:**
2 days prior to publication
- Translations Request:**
3 days prior to publication
- Inserts:**
Must be received 10 business days prior to insertion date

SPECS

- Resolution:** 300 dpi
- Color:** Color ads must be CMYK. RGB and PMS colors are not accepted
- Bleed:** Do not include bleed area
- Formats:** PDFs are preferred. You can also submit the native Quark Xpress, Adobe Illustrator or Adobe Photoshop files with all supporting art and fonts

- How to Submit your files:**
You may provide a CD of your files or upload your PDF file to adsourc.dallasnews.com
- What not to do:**
Film is NOT accepted
Web images/72 dpi are NOT accepted
Images in PowerPoint and Word Document are NOT accepted

For more information on specs, please visit AdSource.DallasNews.com

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