

ParkCitiesPeople

DEMOGRAPHICS

The two wealthiest ZIP codes in Dallas are, unsurprisingly, not really in Dallas at all, with the Park Cities accounting for most of 75225 and 75205.

64% vs. 36%
FEMALE VS. MALE READERS

75225 & 75205
RANKED AS THE 26TH AND 38TH WEALTHIEST
ZIP CODES IN THE COUNTRY

\$218,669 & \$208,614
MEDIAN HOUSEHOLD INCOMES FOR ABOVE ZIP CODES

86.4%
BACHELOR'S DEGREE OR HIGHER

\$1,253,600
MEDIAN HOME VALUE*



* SOURCES: REAL ESTATE RESEARCH BLOG PROPERTY SHARK; USING CENSUS DATA MEASURING MEDIAN HOUSEHOLD INCOMES; 2017 CIRCULATION VERIFICATION COUNCIL AUDIT; AMERICAN FACT FINDER AT CENSUS.GOV.



United by their support for the excellent schools of Highland Park ISD, the people of **Highland Park** and **University Park** treasure their small towns in the heart of Dallas. Stately old mansions and a host of new construction set among spectacular tree-lined streets make the beauty of the Park Cities and **Turtle Creek** a sight to behold. Simultaneously sophisticated and down-home, these neighborhoods are a true oasis amidst the hubbub of the big city.

100%
SATURATION OF THE PARK CITIES

75%
OF OUR READERS FREQUENTLY PURCHASE
PRODUCTS OR SERVICES FROM ADS IN
PARK CITIES PEOPLE AND PRESTON HOLLOW PEOPLE

PEOPLE NEWSPAPERS

750 N. St. Paul St., Suite 2100, Dallas, TX 75201 | Ph: 214.739.2244 | Fax: 214-594-5779

PrestonHollowPeople

DEMOGRAPHICS

64% vs. 36%

FEMALE VS. MALE READERS

64%

HOUSEHOLDS WITH CHILDREN

73.1%

ATTENDED COLLEGE

\$767,055

MEDIAN HOME VALUE



SOURCE: 2017 CIRCULATION VERIFICATION COUNCIL AUDIT; WOLFRAMALPHA.COM



Boasting everything from North Dallas' best shopping and stately homes on large lots, to the city's most prestigious private schools, **Preston Hollow, Bluffview, Devonshire, and Greenway Parks** are home to many of the city's most prominent and active citizens. These exceptional neighborhoods demonstrate the commitment of their residents to support vibrant schools, churches, businesses, and civic groups. The changing face of the area's homes underscores its continuously renewing vitality.

100%

SATURATION OF PRESTON HOLLOW

75%

OF OUR READERS FREQUENTLY PURCHASE PRODUCTS OR SERVICES FROM ADS IN *PARK CITIES PEOPLE* AND *PRESTON HOLLOW*

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WHERE WE GO



DISTRIBUTION AREA

- **Park Cities People**
Total Circulation: 21,000*
Zip Codes Served:
 75205, 75209,
 75219, 75225
*saturation mailed delivery - 17,100
 single copy - 3,900
- **Preston Hollow People**
Total Circulation: 26,000*
Zip Codes Served:
 75209, 75220, 75225
 75229, 75230
*saturation mailed delivery - 24,200
 single copy - 1,800

POINTS OF INTEREST

- 1 The Galleria
- 2 Preston Forest Square Market at Preston Forest
Preston Forest Village
Preston Forest Shopping Center
- 3 Preston Royal Village
Preston Royal Shopping Center
Preston Southwest Center
Preston Oaks Shopping Center
- 4 NorthPark Center
- 5 Preston Center
Plaza at Preston Center
- 6 Snider Plaza
- 7 Highland Park Village
- 8 West Village

People Newspapers

2019 EDITORIAL CALENDAR



Every issue includes local business, news, sports, community, schools, and living well coverage.

SPECIAL SECTIONS

FEBRUARY

In-Home Date:
Jan. 22

Ad Reservation Date:
Jan. 3

Special Sections:
Real Estate Quarterly

MARCH

In-Home Date:
Feb. 19

Ad Reservation Date:
Jan. 28

Special Sections:
Camps

APRIL

In-Home Date:
March 26

Ad Reservation Date:
March 4

Special Sections:
People's Choice

MAY

In-Home Date:
April 23

Ad Reservation Date:
April 1

Special Sections:
Real Estate Quarterly,
Spring Society

JUNE

In-Home Date:
May 21

Ad Reservation Date:
April 29

Special Sections:
Living Well

JULY

In-Home Date:
June 25

Ad Reservation Date:
June 3
(Coloring Book: May 21)

Special Sections:
20 Under 40,
4th of July Coloring Book
(PC only)

AUGUST

In-Home Date:
July 23

Ad Reservation Date:
July 1

Special Sections:
Real Estate Quarterly,
4th of July Recap
(PC only)

SEPTEMBER

In-Home Date:
July 29

Ad Reservation Date:
Aug. 20
(Football Tabs: July 22)

Special Sections:
Schools*,
Ten Best Dressed,
Football Previews

OCTOBER

In-Home Date:
Sept. 24

Ad Reservation Date:
Sept. 3

Special Sections:
Cattle Baron's, Schools*

NOVEMBER

In-Home Date:
Oct. 22

Ad Reservation Date:
Sept. 30

Special Sections:
Schools*, Partners Card,
Real Estate Quarterly,
Fall Society

DECEMBER

In-Home Date:
Nov. 19

Ad Reservation Date:
Oct. 28

Special Sections:
Crystal Charity Ball

JANUARY '20

In-Home Date:
Dec. 23, 2019

Ad Reservation Date:
Dec. 2, 2019

Special Sections:
Schools*
20 Over 40

*EXPANDED SCHOOLS CONTENT

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ADVERTISING SPECIFICATIONS

ACCEPTANCE GUIDELINES

All advertisements are accepted and published by the Publisher upon the representation that the agency and/or advertiser is authorized to publish the entire contents and subject matter thereof.

In consideration of its acceptance by the Publisher, the agency and/or advertiser will indemnify and save the Publisher

from harm and against any loss or expense resulting from claims or suits based upon the contents or subject matter of those advertisements including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism and copyright infringement. Publisher has the right to reject any advertising.

MECHANICAL REQUIREMENTS

- All images must be high-quality, 300 dpi, and CMYK format (no RGB or Pantone). Images should be .eps, .tif, or high resolution .pdf files.
- Our printer SNAP specifications: max density 220; line screen 100; DPI no lower than 180 up to 300.
- When using black, make sure that it is 100% black and not a mixed black. For example, a mixed black would have C=10%, M=20%, Y=20%, K=90% when it should be C=0%, M=0%, Y=0%, K=100%.
- Use at least a .5-point rule for thin lines. Avoid using font sizes below 8 pt.
- When using reverse type, avoid type smaller than 10 pt. Avoid using “thin” or “light” versions of a font; use “medium” or “regular.”
- All text must be sent with fonts outlined.
- Make sure your overprint is turned off.
- Do not use word processing programs, such as Microsoft Word or Publisher to create ads.
- Ensure the ad is the correct dimensions. Please see sample ad page.
- Proofread for typographical or grammatical errors.
- Send all camera-ready ads as high resolution .pdf files. Include supporting fonts and images used in the ad. Camera-ready ads can be sent via email or Dropbox.

MONTHLY NEWSPAPER DEADLINES

- **Park Cities People and Preston Hollow People** are published monthly.
- **Space Reservation:** Generally the first Monday of the month by 5 p.m., for next month's issue with some exceptions due to holidays.
- **Material Deadline:** Following Thursday by 5 p.m.
- **Camera Ready Ads:** Tuesday the following week (generally the second Tuesday of the month).
- All ads must be approved Wednesday by 5 p.m., one week after the materials deadline.
- These are firm deadlines, and late charges will be applied for materials that arrive past deadline.

BILLING

Payment is made in advance until advertiser's credit is approved. Once approved, all account balances are due in full within 30 days of invoice date. Past due accounts are subject to collection proceedings. Any discrepancies or problems with advertisements and/or billing must be dealt with within 15 days from publication date.

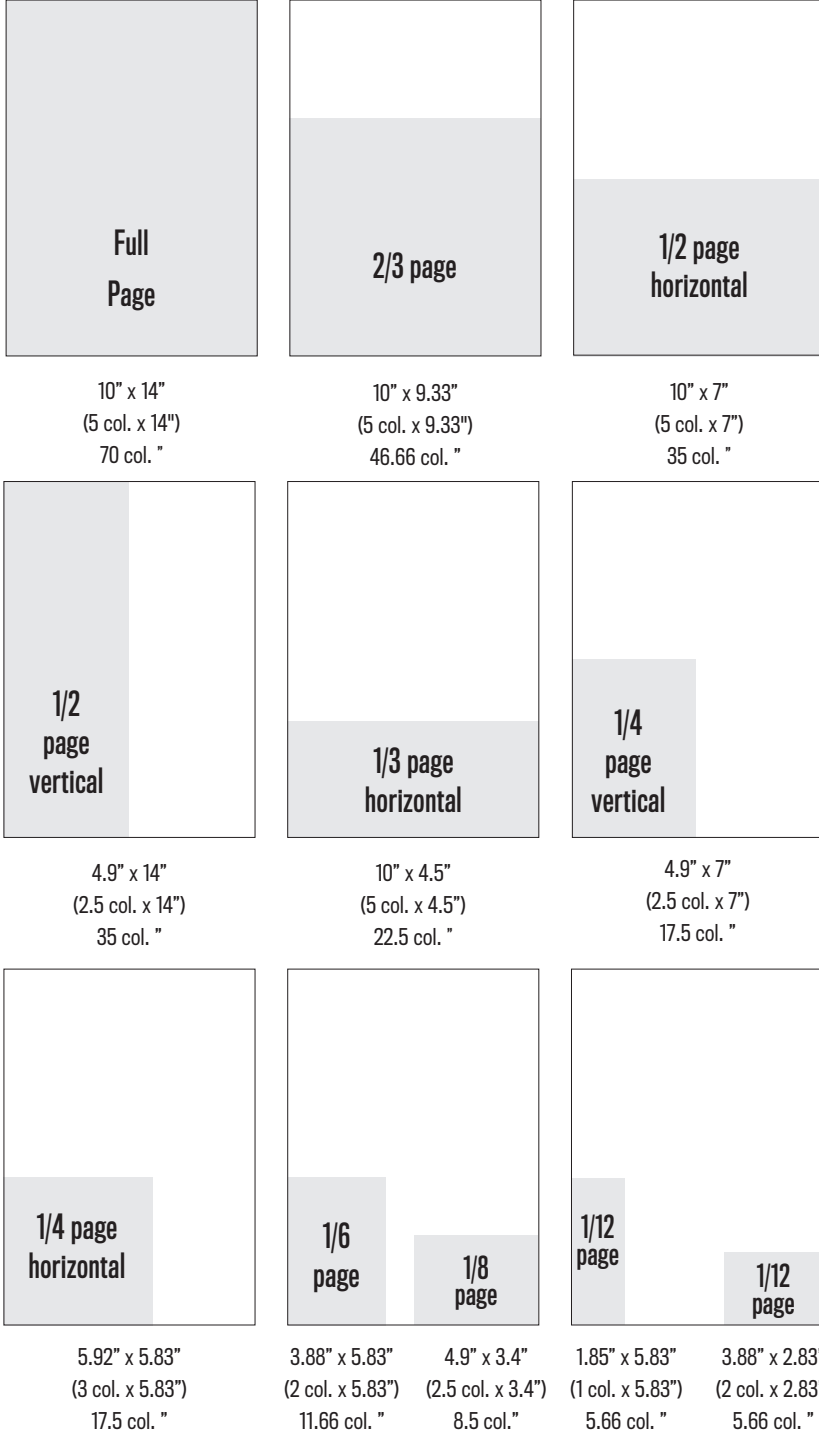
DEFAULT ON PAYMENT

We reserve the right to cancel a contract at any time upon default by the advertiser or agency in payment of invoices; all charges becoming immediately due and payable.

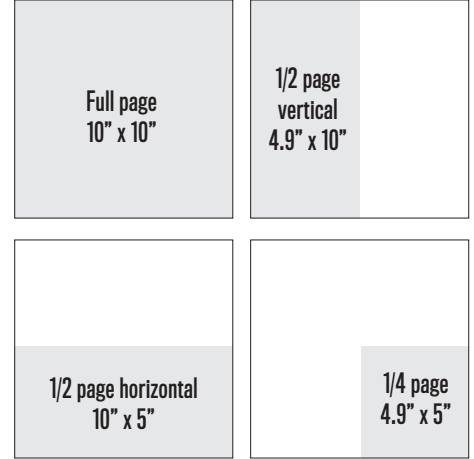


AD SIZES

STANDARD ADVERTISING SIZES



SPECIAL SECTION TAB SIZES



COLUMN SIZES

- 1 column - 1.85"
- 2 column - 3.88"
- 3 column - 5.92"
- 4 column - 7.96"
- 5 column - 10"

STANDARD ART CHARGES

ADS BUILT

- 6-12": \$25
- 13-24": \$40
- 25-35": \$60
- 36-70": \$75

*ADS IN SHELL

- 6-24": \$15
- 25-35": \$40
- 36-70": \$75

Additional charges:

- Built ads that require more than 15 minutes in changes.
- Camera-ready ads that require more than 15 minutes in adjustments.
- Ads with more than 2 proofs provided.

*Shell ads include:

- Ads that have a shell in which photos, addresses, etc. need to be changed (i.e. real estate).

*DIAGRAMS ABOVE ARE NOT DRAWN TO SCALE OR EXACT PLACEMENT.

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