

classified ADVERTISING

CLASSIFIED DISPLAY RATES

Classified display ads are sold at a rate of \$27 per column inch. One column inch is 1" deep x 1.96" wide.

DISCOUNTS

A 15% discount is given to advertisers who place an ad four consecutive weeks, a 20% discount is given to advertisers that place an ad 16 consecutive weeks or more, ads should have no design or content changes.

PAYMENTS

All classified ads require payment in full **before** the ad can be placed. There are no refunds on cancelled ads. We accept cash, checks, MasterCard, Visa, Discover Card & American Express.

DEADLINES

The deadline for all classified ads is Tuesday at 5:00 p.m. for the issue released on Friday. Any renewals or changes to current ads must also be submitted by that time. For special editions and holiday weeks, the deadlines for placement may be accelerated to accommodate early print schedules.

ART ELEMENTS

Logos, photographs or graphics that are provided by the advertiser can be included in the ad for an additional \$11 per week.

COLOR

CMYK four-color process is subject to availability.

MECHANICAL REQUIREMENTS

Clients wishing to provide camera ready files must submit the ad electronically in one of the following formats: PDF, EPS or TIFF file. EPS files are acceptable with fonts saved as outlines. We do not accept MS Publisher files.

GUIDELINES

Dallas Voice is responsible for errors in one issue only. We do not offer refunds, only credit. Advertisers should check their ads each week. If there is a mistake with the ad such as; the ad does not run, a word is misspelled or the phone number is incorrect, **the advertiser must notify Dallas Voice.** Dallas Voice will correct the ad and extend the ad placement one week, giving the advertiser the amount of time paid, without any errors. Dallas Voice will only credit one week to a classified ad due to errors.

dallasvoice

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Phone 214.754.8710

Fax 214.969.7271

E-Mail classifieds@dallasvoice.com

Web dallasvoice.com



CLASSIFIED RATE CARD

CLASSIFIED Ad SIZE	WIDTH	HEIGHT	WEEKLY RATE
1 inch ad	1.96"	1.00"	27
2 inch ad	1.96"	2.00"	54
3 inch ad	1.96"	3.00"	81
4 inch ad vertical	1.96"	4.00"	108
4 inch ad horizontal	4.09"	2.00"	108
6 inch ad horizontal	4.09"	3.00"	162
8 inch ad horizontal	4.09"	4.00"	216
Banner ad	10.5"	1.75"	151
Half-page horizontal	10.5"	5.60"	756
Half-page square	8.36"	7.00"	756
Full page	10.5"	11.3"	1350
Line ads	1.25 per word.	3.00 for bold words.	
Websites	3.00 per week.		

2 inch ad

1 inch ad

6 inch ad horizontal

4 inch ad horizontal

Ads Running
4 consecutive
weeks will receive a
15% discount.

Ads Running
16 consecutive
weeks will receive a
20% discount.

Ads displayed are to compare scale only. Actual ads are larger in the publication.