2012 Dallas Voice Yellow Pages Print and Online Advertising Rate Card Purchase 2012 Print and Online and get 2011 online now for \$99!

FULL PAGE (FP) **PREMIUM** (P) PAGE PACKAGES PAGE PACKAGES PRINT ONLY, black & yellow \$2.500 \$15*.*000 • 2 Regular Listings **BEST VALUE!** PRINT|WEB|MOBILE, black & yellow 6 Regular Listings \$2,975 \$10.000 Mirror ads online, Web Link, Mapit, & Mobile App PRINT ONLY, black & white \$8.000 \$3,050 2 Regular Listings BEST VALUE! PRINTIWEBIMOBILE, black & white • 6 Regular Listings \$5,000 \$3.525 Mirror ads online, Web Link, Mapit, & Mobile App PRINT ONLY, four color \$3.200 \$5.000 • 2 Regular Listings **BEST VALUE!** PRINT|WEB|MOBILE, four color 6 Regular Listings \$3,675 \$5.000 INSERT Mirror ad online, Web Link, Mapit, & Mobile App Full Page Full Page 5.375 x 8.25 5.375 x 8.25 or

FRONT COVER BANNER BACK COVER INSIDE FRONT or BACK FULL PAGE

INSIDE FRONT or BACK HALF PAGE

PAGES 3, 4, 5, 6

1/2 horizontal 5.375 x 4.068

Ad Specs Listed are in inches: Width x Height

Relax. Pack Your Bags. Let Us Do The Work!

Marketing Your Business is Easy With The Dallas Voice Yellow Pages

All 2012 Dallas Voice Yellow Pages advertisers are eligible to win two round-trip tickets on American Airlines.* A random drawing will be held and one winner will be chosen on Nov. 1, 2011.



It's as easy as 1 - 2 - 3 - Success! 1. Call Dallas Voice at 214.754.8710. 2. Give us your ad copy and design ideas. 3. Dallas Voice will create your print and online ad campaign. 4. Success! Your business message reaches more than 100,000 LGBT consumers in the most effective integrated marketing campaign in Texas. * no purchase necessary.

DV Yellow Pages Delivers Consumers Ready to Buy!

· Locally gay owned and operated.

- Integrated marketing campaign in Dallas Voice and DallasVoice.com.
- Comprehensive distribution network in 11 cities throughout Dallas, Tarrant, Denton and Collin counties.
- Detailed DFW Visitors /Relocation Guide.
- Comprehensive global website and national LGBT business network.

4145 Travis Street, Third Floor • Dallas, TX 75204 office 214.754.8710 • fax 214.969.7271 dvyellowpages.com

Dallas



Ads must be submitted digitally to the exact measurements, in PDF, EPS or TIFF formats, provided in 300 dpi. Non-Profit community organizations with a 501(c)3 classification are awarded a 20% discount rate. Allow two weeks to upload data to GayYellow.com, following contract signing.

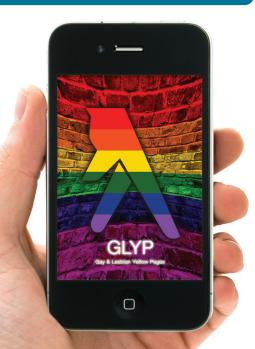


Dallas & Fort Worth LGBT Business Directory DFW Visitors Guide





20TH ANNIVERSARY EDITION





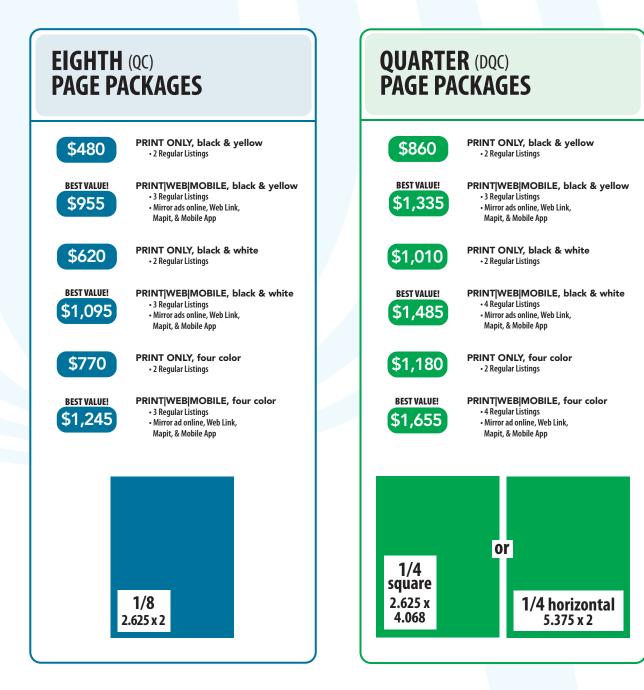
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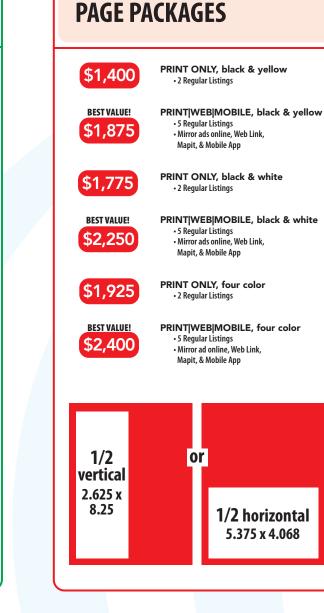


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HALF (HP)









Ad Specs Listed are in inches: Width x Height