

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) PAGE PACKAGES

\$2,500	PRINT ONLY, black & yellow • 2 Regular Listings
BEST VALUE! \$2,975	PRINT WEB MOBILE, black & yellow • 6 Regular Listings • Mirror ads online, Web Link, Mapit, & Mobile App
\$3,050	PRINT ONLY, black & white • 2 Regular Listings
BEST VALUE! \$3,525	PRINT WEB MOBILE, black & white • 6 Regular Listings • Mirror ads online, Web Link, Mapit, & Mobile App
\$3,200	PRINT ONLY, four color • 2 Regular Listings
BEST VALUE! \$3,675	PRINT WEB MOBILE, four color • 6 Regular Listings • Mirror ad online, Web Link, Mapit, & Mobile App

Full Page
5.375 x 8.25

PREMIUM (P) PAGE PACKAGES

\$15,000	FRONT COVER BANNER
\$10,000	BACK COVER
\$8,000	INSIDE FRONT or BACK FULL PAGE
\$5,000	INSIDE FRONT or BACK HALF PAGE
\$5,000	PAGES 3, 4, 5, 6
\$5,000	INSERT

Full Page
5.375 x 8.25

or
1/2 horizontal
5.375 x 4.068

Ad Specs Listed are in inches: Width x Height

AD SPACE CLOSE October 14 | ON THE STREET December 2 | DVYELLOWPAGES.COM January 6

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



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.

2012

Dallas & Fort Worth
LGBT Business Directory
DFW Visitors Guide

PRICES
BEGIN AT **\$95!**



20TH ANNIVERSARY EDITION



214.754.8710 call
dvyellowpages.com surf

EIGHTH (QC) PAGE PACKAGES

- | | |
|--------------------------------------|---|
| \$480 | PRINT ONLY, black & yellow
• 2 Regular Listings |
| BEST VALUE!
\$955 | PRINT WEB MOBILE, black & yellow
• 3 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$620 | PRINT ONLY, black & white
• 2 Regular Listings |
| BEST VALUE!
\$1,095 | PRINT WEB MOBILE, black & white
• 3 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$770 | PRINT ONLY, four color
• 2 Regular Listings |
| BEST VALUE!
\$1,245 | PRINT WEB MOBILE, four color
• 3 Regular Listings
• Mirror ad online, Web Link, Mapit, & Mobile App |

1/8
2.625 x 2

QUARTER (DQC) PAGE PACKAGES

- | | |
|--------------------------------------|---|
| \$860 | PRINT ONLY, black & yellow
• 2 Regular Listings |
| BEST VALUE!
\$1,335 | PRINT WEB MOBILE, black & yellow
• 3 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$1,010 | PRINT ONLY, black & white
• 2 Regular Listings |
| BEST VALUE!
\$1,485 | PRINT WEB MOBILE, black & white
• 4 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$1,180 | PRINT ONLY, four color
• 2 Regular Listings |
| BEST VALUE!
\$1,655 | PRINT WEB MOBILE, four color
• 4 Regular Listings
• Mirror ad online, Web Link, Mapit, & Mobile App |

1/4 square
2.625 x 4.068

or

1/4 horizontal
5.375 x 2

HALF (HP) PAGE PACKAGES

- | | |
|--------------------------------------|---|
| \$1,400 | PRINT ONLY, black & yellow
• 2 Regular Listings |
| BEST VALUE!
\$1,875 | PRINT WEB MOBILE, black & yellow
• 5 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$1,775 | PRINT ONLY, black & white
• 2 Regular Listings |
| BEST VALUE!
\$2,250 | PRINT WEB MOBILE, black & white
• 5 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$1,925 | PRINT ONLY, four color
• 2 Regular Listings |
| BEST VALUE!
\$2,400 | PRINT WEB MOBILE, four color
• 5 Regular Listings
• Mirror ad online, Web Link, Mapit, & Mobile App |

1/2 vertical
2.625 x 8.25

or

1/2 horizontal
5.375 x 4.068

THREE-QUARTER (TQP) PAGE PACKAGES

- | | |
|--------------------------------------|---|
| \$2,000 | PRINT ONLY, black & yellow
• 2 Regular Listings |
| BEST VALUE!
\$2,475 | PRINT WEB MOBILE, black & yellow
• 6 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$2,300 | PRINT ONLY, black & white
• 2 Regular Listings |
| BEST VALUE!
\$2,775 | PRINT WEB MOBILE, black & white
• 6 Regular Listings
• Mirror ads online, Web Link, Mapit, & Mobile App |
| \$2,450 | PRINT ONLY, four color
• 2 Regular Listings |
| BEST VALUE!
\$2,925 | PRINT WEB MOBILE, four color
• 6 Regular Listings
• Mirror ad online, Web Link, Mapit, & Mobile App |

3/4
5.375 x 6.177

Ad Specs Listed are in inches: Width x Height