

# *the* **DOWNTOWN BUSINESS NEWS**

Let us help you to **TARGET** your **MARKET**

## **MONTHLY READERSHIP OF 50,000!**

Circulation has grown significantly since our beginning twenty-five years ago. We take pride in the fact that we reach more individuals in the Downtown area per advertising dollar spent than the sum total of all other publications combined!

## **STRONG DELIVERY GROUND!**

We saturate the Downtown market by delivering directly to employees via their offices or mailrooms. Our papers are also found at concierge and security desks in Downtown office buildings, the Downtown tunnel system, as well as apartments and lofts. If they work or live Downtown, they know about us!

## **DALLAS' ONLY DOWNTOWN PUBLICATION!**

Surround your message with a Downtown editorial. We cover current events and special features on Downtown people, businesses, churches and the arts. If it's happening DOWNTOWN, you'll hear about it in the DOWNTOWN BUSINESS NEWS!

## **THE PRICE IS RIGHT!**

If the Downtown area is your market, why waste valuable ad dollars on a publication where only a small percentage of the readers are located Downtown? Our circulation compared to our prices simply can't be beat and we offer **DISCOUNTS** for customers on contract!

### **AD RATES**

<b>Front Cover/Center.....</b>	<b>\$10,000</b>
<b>Back Cover.....</b>	<b>\$2,500</b>
<b>Full page.....</b>	<b>\$1,300</b>
<b>Half page.....</b>	<b>\$650</b>
<b>1/4 page.....</b>	<b>\$325</b>
<b>1/8 page.....</b>	<b>\$225</b>
<b>ROLODEX.....</b>	<b>\$150</b>

(All rates are per-insertion, publishing twice monthly)

**START YOUR AD PROGRAM TODAY...**

**call to reserve your space!**

**(214) 748-NEWS**

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