

The Dallas Morning News



MEDIA KIT

We've been here since 1842.

Media has changed dramatically since then, but our mission to serve both our readers and advertising partners remains the same. We still aspire to ***strengthen the community*** through quality journalism and ***help local businesses grow*** through innovative marketing solutions.

We provide news and information that helps North Texans live better lives and become better citizens – including advertising content that serves as a ***valuable resource*** when they are making purchasing decisions.

That's why our subscribers are willing to pay a premium price for access to our content and why being ***aligned with our brand*** is a powerful way to ***share your own story***.

Today our audience continues to grow, and is comprised of the ***most educated, influential, and affluent*** people in North Texas. Let's talk about how we can help you reach them.

The Rock of **TRUTH**

We've been delivering credible, trustworthy
local news coverage for **177 years**.



The #1 News Source in North Texas

Through our print and digital products, we reach **1.6 million** people every week.



Print Readership

527,899

AVERAGE DAILY

880,355

AVERAGE SUNDAY

Print Audience

WHO DO WE REACH?

52
AVERAGE AGE

\$83,603
AVERAGE HHI

\$123,800
AVERAGE HHI
(PRINT/E-PAPER SUBSCRIBER READERSHIP)

28%
HAVE HHI OF \$100K+

50%
MALE

50%
FEMALE

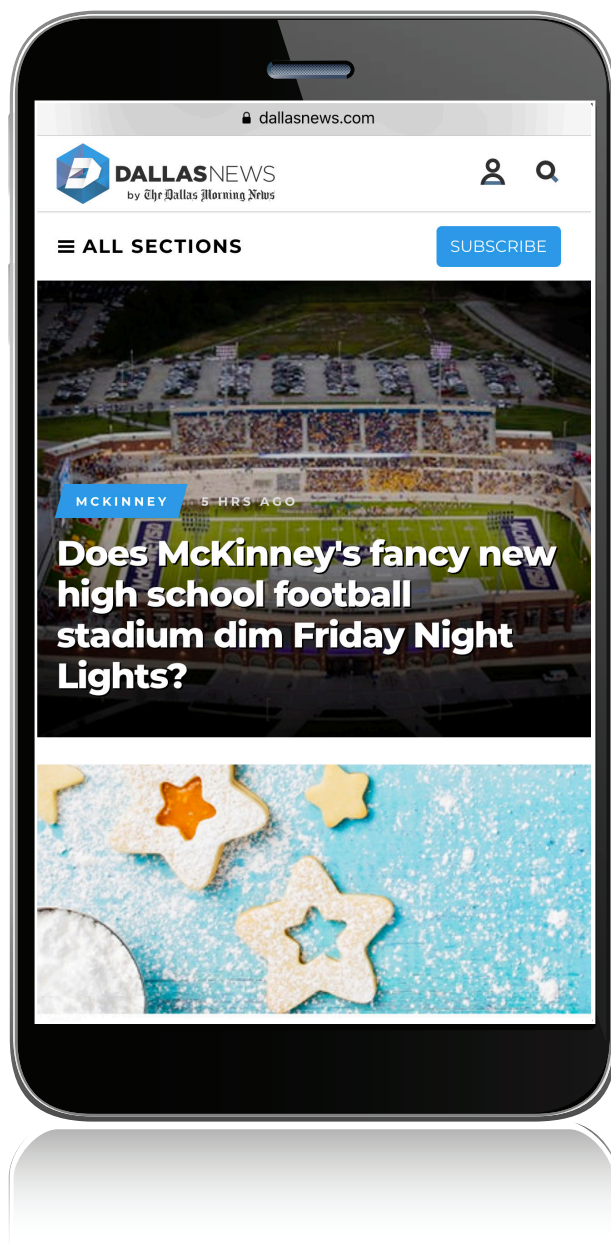
60%
EMPLOYED FULL- OR PART-TIME

63%
SOME COLLEGE EDUCATION

32%
GRADUATED FROM COLLEGE

73%
HOMEOWNERS





Digital Audience



NATIONAL

15.4M

TOTAL VISITS
(FOUR-WEEK PERIOD)

2.5M

TOTAL UNIQUE VISITORS

D-FW

5.3M

TOTAL VISITS
(FOUR-WEEK PERIOD)

593,310

TOTAL UNIQUE VISITORS



AVERAGE TIME SPENT ON SITE PER VISIT:

4 minutes and 30 seconds



1.3 million

SOCIAL MEDIA FOLLOWERS
(FACEBOOK, TWITTER, INSTAGRAM)

Digital Audience

WHO DO WE REACH?

39.7

AVERAGE AGE

80%

OF VISITORS ARE 18-49 YEARS OLD

\$100,135

AVERAGE HHI

42%

HAVE HHI OF \$100K+

45%

MALE

55%

FEMALE

42%

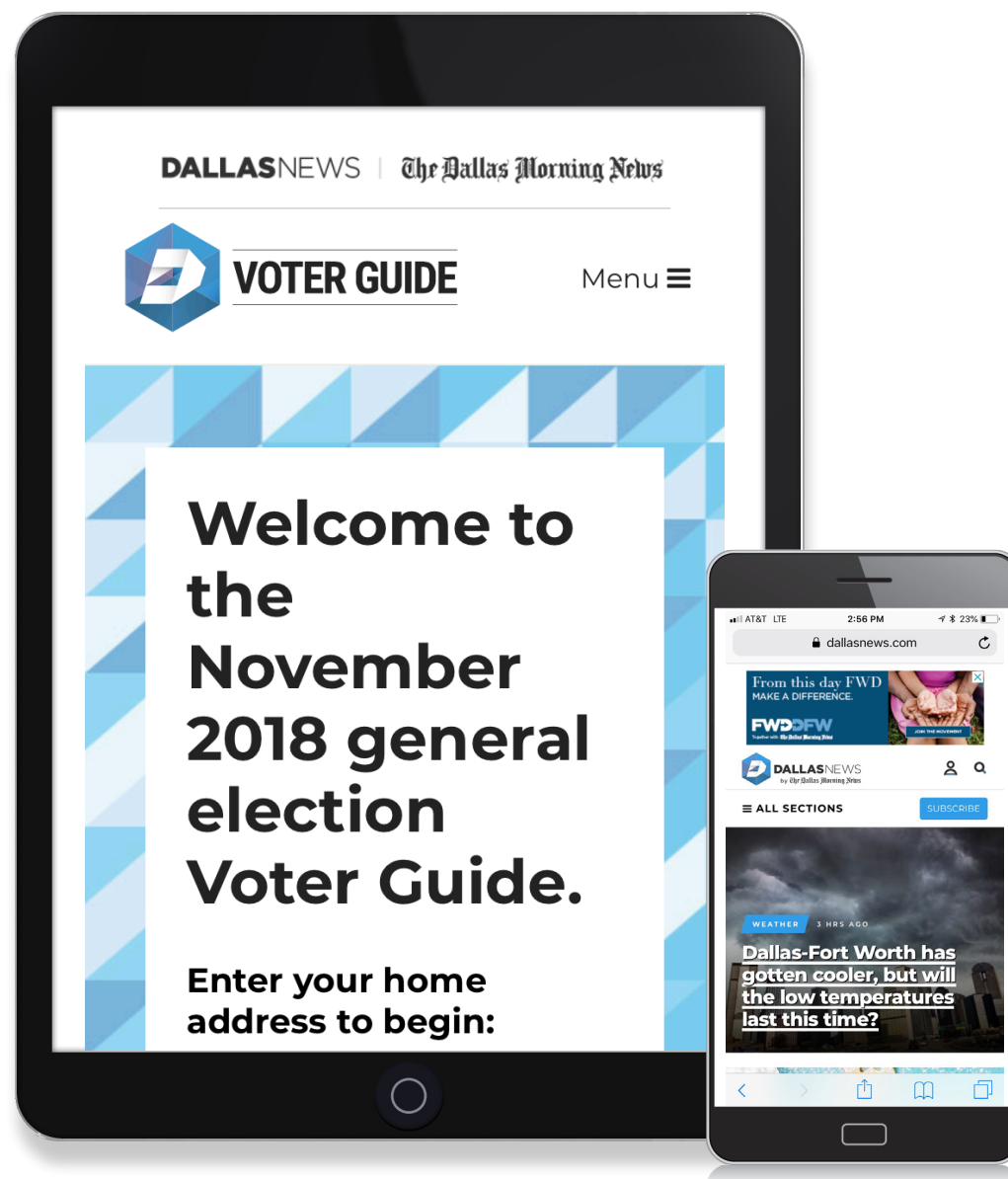
COLLEGE GRADS

80%

EMPLOYED FULL- OR PART-TIME

47%

MANAGEMENT, BUSINESS, FINANCE OR OTHER
PROFESSIONAL OCCUPATION



The Largest Newsroom in Texas

Our team of editors, reporters and commentators uncover and tell the stories that would otherwise go untold.





Editorial Coverage Highlights

Crime

Education

Local news and politics

State news and politics

National news and politics

World news and politics

Weather

Social Media Highlights

651,000+
TWITTER436,000+
FACEBOOK91,800+
INSTAGRAM

Audience Highlights

81% always or sometimes vote in local elections // **34% more likely than overall market**

43% have contributed to religious organizations during the past 12 months

30% have used a tax preparation service in the past 12 months

Metro is a standalone section on Sunday and Monday. Metro is combined with the Business section Tuesday - Saturday.

Source: Scarborough 2018, Release 2



Editorial Coverage Highlights

Consumer, employment and retail trends

Entrepreneurs

Industry news

Personal finance

Personal technology

Real estate

Business, company and product trends

Special Feature: Real estate centerpiece + column by Steve Brown

Audience Highlights

86% live in a household that has savings or a money market account or uses online banking

41% have used an accountant, financial planner, or stock broker during the past 12 months // **94% more likely than overall market**

25% have contributed money to educational/academic organizations during the past 12 months // **61% more likely than overall market**

The Business section is combined with the Metro section Tuesday - Saturday. It's a standalone section on Sundays and does not print on Mondays.

Source: Scarborough 2018, Release 2

Editorial Coverage Highlights

Local major league sports

Local college sports

Local high school sports

Local sports commentary

Social Media Highlights

SportsDay

36,300+
TWITTER12,000
FACEBOOK1,800
INSTAGRAM

SportsDayHS

127,000
TWITTER7,700
FACEBOOK1,500
INSTAGRAM

Audience Highlights

53% are very interested in the NFL, MLB or NBA // **48% more likely than overall market****30%** have attended a Cowboys, Rangers, Mavericks or Stars game during the past 12 months**27%** have attended a high school football game or sporting event during the past 12 months // **49% more likely than overall market****49%** have shopped at a sporting goods store during the past 3 months**18%** plan to take a gambling or casino vacation during the next 12 months

Source: Scarborough 2018, Release 2

SportsDay

The Dallas Morning News

Section C

Monday, October 1, 2018

SportsDayCFW.com

RYDER CUP

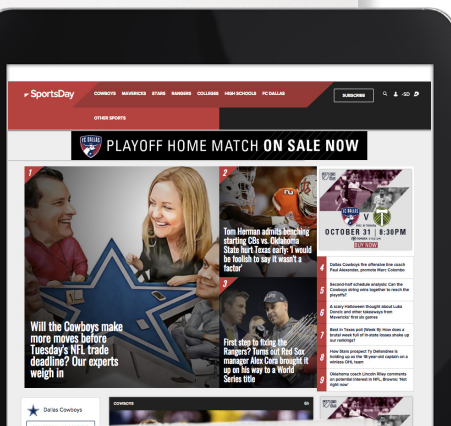
Europe finishes rout

Francesco Molinari captured the first 2-0 win at the Ryder Cup for a European with a win over Phil Mickelson for the clinching point to complete a 17-10, 307, rout of the United States, 20.

COWBOYS 26, LIONS 24

Perfect match

Prescott, Elliott take control, h



12C Thursday, August 30, 2018

SportsDayHS Football Week 1

SportsDayCFW.com

The Dallas Morning News

MICHAEL FLOREK
NOTABLE AREA GAMES

(All games 7:30 p.m. Friday unless noted)

Austin Lake Travis vs. Arlington
UT Arlington's Hensley Stadium. Lake Travis, runner-up to Allen in the 6A Division 1 title game, returns QB Nathan Carter and offensive guard Garrett Wilkins, the No. 2 wide receiver in the country, according to 247 Sports. Martin has six defensive starters returning, including two in the secondary (Lance Gossy and Tabor Roberts).

Lake Travis 25, Arlington Martin 28

Bishop Lynch at TC-Cedar Hill
TC-Cedar Hill's Charles B. White Stadium. Lynch, former seven defensive starters, Team LBJ. Gossy and Gabriel Martin, both played to North Texas, will lead the defense. TC-Cedar Hill, the TAPPS Division I state champion, will be led by RB Quade Jones and QB Lewis Crow, one of the top defensive backs in the country.

Bishop Lynch 25, TC-Cedar Hill 24

Denton Ryan vs. Mesquite Poteet

Mesquite Memorial Stadium (7 p.m. Friday). Ryan is bringing a new QB in as Mesquite and four offensive linemen but still has the talent to make a deep playoff run. QB Tim Gossy, Jr. and Anthony and Jacob Benne and RB Drew Sanders will put up a strong front for Poteet RB Sam McQueen. Poteet's defense has its own strong core, with Tulsa pledge B. J. Howard (Dallas DB), Cam Lanning and Dorian Brown and HC Gossy at linebacker.

Ryan 24, Poteet 17

DeSoto at Odessa Permian

Odessa Permian Stadium. Permian has high expectations with four of its top five tacklers and a 1,000-yard leader in RB V. J. Smith. That offense will be a nice test for what should be a strong DeSoto defense led by 10-

Lancaster at Duncanville
Duncanville's Panther Stadium. Senior QB Quade Jones, who has a scholarship to Texas Tech, will lead the offense. Lancaster will take over as Duncanville's quarter back after being named the District 7A all-freshman player of the year last season. Lancaster is looking to the experienced WR Blake Nease, WR Landon Capen and QB Landon Johnson.

Lancaster 35, Duncanville 24

Mesquite Horn at Allen

Allen's Eagle Stadium (7 p.m. Friday). Defending state champion Allen is 5-0 at home and has a lot of players returning, including QB Grant Tisdale (Ole Miss pledge) and two linebackers (Ole Miss). But this won't be easy. Mesquite Horn QB Jeremiah Givens was one of the most prolific players in the area last year and the Horn defense is stacked, especially at linebacker with D. J. Brown, Quade Crow and Kenneth McClure.

Allen 38, Mesquite Horn 28

North Forney vs. Col. Heritage
Southlake's Dragon Stadium. This is technically a home game for Col. Heritage as it is in Col. Heritage's (SHS) possession for Mustang-Panther Stadium directly into the season. Both teams have questions, especially at quarterback. Heritage's quarterback is senior QB J. J. Brown. Mustang's quarterback is senior QB J. J. Brown. Mustang's quarterback is senior QB J. J. Brown.

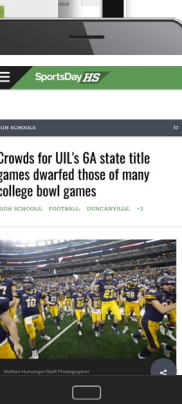
North Forney 35, Col. Heritage 25

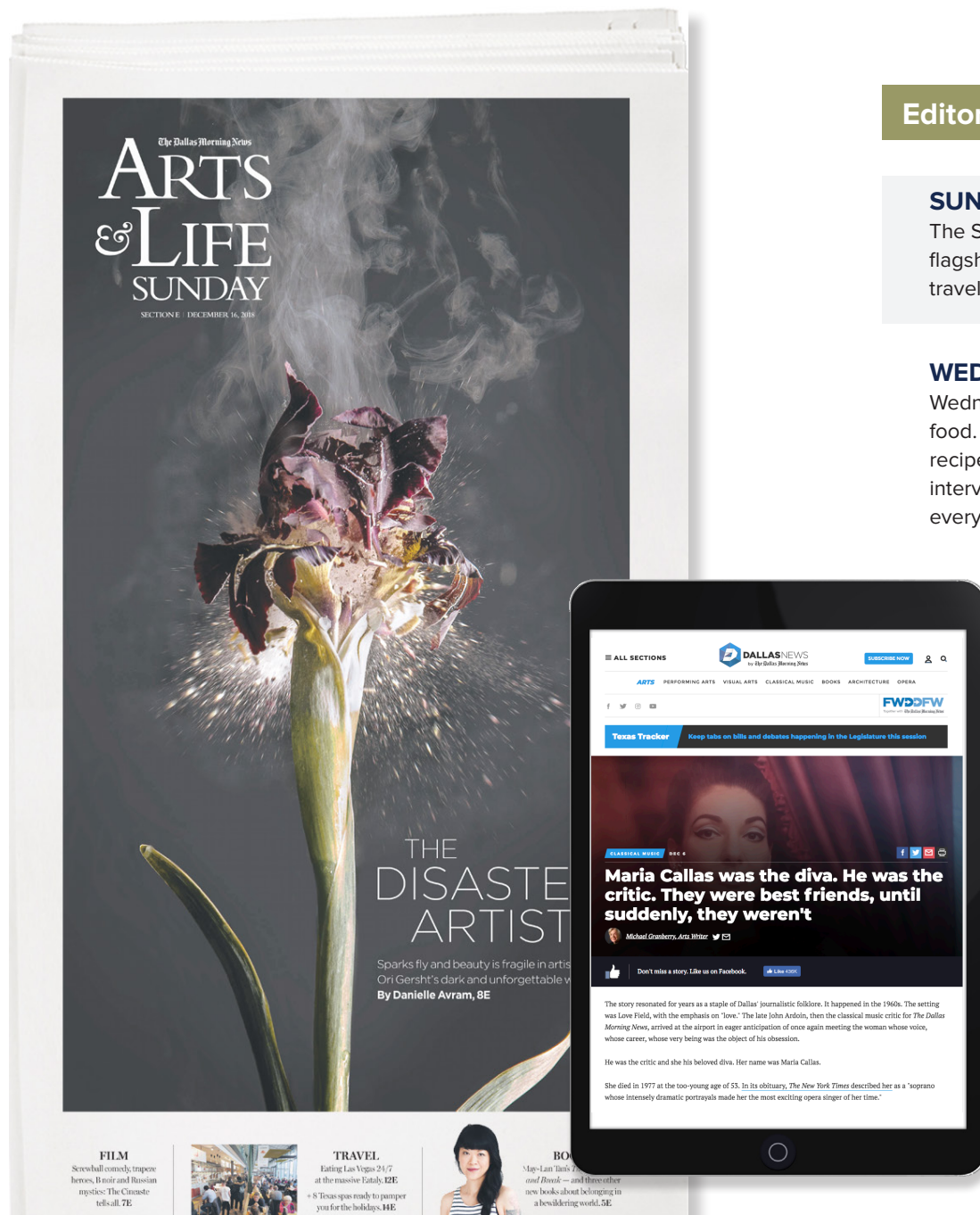
South Oak Cliff vs. Skyline

Killebrew Stadium. South Oak Cliff has 16 starters back and seven seniors with FBS scholarship offers. Skyline has 14 starters returning and plenty of talent, including QB V. J. Smith and RB V. J. Smith. That offense will be a nice test for what should be a strong DeSoto defense led by 10-



Sacks at Coppell, Buddy Echols Field. Both teams have plenty of FBS-caliber players worthy of being spotlighted, but Coppell might be the most interesting. As a freshman last season, Leggett both won't for Coppell and also returned kicks. He is already named as a four-star recruit and the No. 40 player in the country in the Class of 2021, according to 247 Sports. There are expectations for the District 6A newcomer of the year. He'll start with one of the toughest schedules in the state, including QB V. J. Smith and RB V. J. Smith. That offense will be a nice test for what should be a strong DeSoto defense led by 10-





Editorial Coverage Highlights

SUNDAY

The Sunday edition of Arts & Life is the flagship section combining arts, books, travel and personality profiles.

WEDNESDAY

Wednesday Arts & Life focuses on food. The section features cooking tips, recipes and cocktails, cookbook author interviews and ideas for holiday and every day entertaining.

Audience Highlights

45% visited art museums and galleries or the Perot Museum; attended live theater, symphony or opera during the past year
// **30% more likely than overall market**

33% attended rock, country, rap or hip hop concert, or comedy club during the past 12 months

25% spent \$5,000 on home improvements during past 12 months // **42% more likely than overall market**

14% made a contribution to an arts/cultural organization during the past 12 months // **59% more likely than overall market**

Source: Scarborough 2018, Release 2



Editorial Coverage Highlights

Best Bets: Top picks to see and do

Dining: Restaurant reviews

Go + Do: Editor's picks, family fun, festivals, museums, exhibits

Movies: Movie reviews

Performing Arts: Dance, music and theater

Social Media Highlights



17,300+
TWITTER



69,100+
FACEBOOK



7,300+
INSTAGRAM

Audience Highlights

47% ate at a steakhouse, seafood, or upscale restaurant during the past 30 days // **56% more likely than overall market**

24% say wine is the alcoholic beverage they drink most often

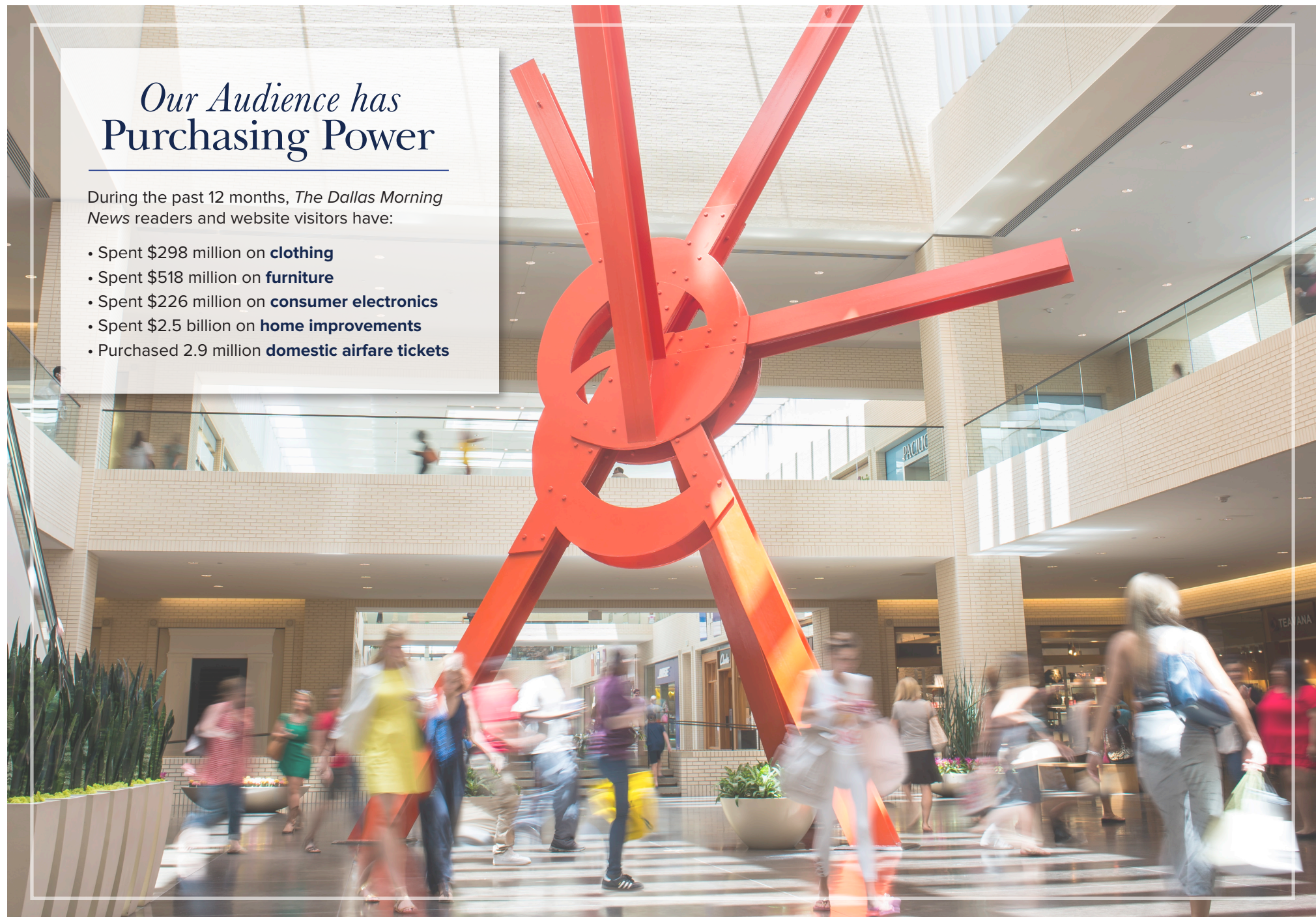
16% plan to take a ski, mountain or adventure vacation during the next 12 months

Source: Scarborough 2018, Release 2

Our Audience has **Purchasing Power**

During the past 12 months, *The Dallas Morning News* readers and website visitors have:

- Spent \$298 million on **clothing**
- Spent \$518 million on **furniture**
- Spent \$226 million on **consumer electronics**
- Spent \$2.5 billion on **home improvements**
- Purchased 2.9 million **domestic airfare tickets**



Convert Our Coveted Audience into Your Customers

Both the media landscape and the way customers consume information have evolved. **Our capabilities have, too.** We've expanded our portfolio beyond traditional media advertising with a suite of highly targeted digital products. Plus, our in-house strategy team and product experts use a data-driven approach to recommend the right media mix and targeting strategies to reach your audiences **wherever they are.**

Here are all the ways we can help:

PRINT

- Advertising
- Direct Marketing
- Promotional Items
- Special Sections + Custom Publications

DIGITAL

- Display Advertising
- Social Media Advertising
- Search Engine Marketing
- Search Engine Optimization
- Native Advertising
- Email Marketing
- In-Article + Pre-Roll Video
- Conversion Rate Optimization

Plus, we've got your content and creative services covered. Ask about Belo Media Group's content and creative studios.

Reach Affluent Local Customers

Print Advertising

The Dallas Morning News' mission is to educate North Texans about important local issues while also giving businesses the opportunity to be strategically aligned with high-quality journalism.

Print advertising is a traditional marketing and branding tool that is placed in a newspaper or other printed media to reach potential customers.

The Dallas Morning News **al dia** **briefing**
Guide **SportsDay**

*The Dallas Morning News reaches **1.6M** readers every week — one out of four D-FW adults.*

Source: Scarborough 2018, Release 2



Get Hyperlocal by Reaching Customers at Home

Direct Marketing

Direct marketing is a suite of printed solutions that can be delivered as a standalone piece or inside *The Dallas Morning News* with personalized campaign messaging.

All items can be printed in the form of mail, inserts, door hangers, polybags and more.

The direct mail household response rate is 5% compared to less than 1% for email, paid search, online display and social media.

Source: Compu-mail(2017). 30 Direct Mail Statistics for 2017. Retrieved from: www.compu-mail.com

ALAMO DRAFTHOUSE CINEMA

**THE BEST FILM, FOOD & DRINK
ALL IN ONE SEAT**

Las Colinas

NOW OPEN

📍 320 W LAS COLINAS BLVD. | DRAFTHOUSE.COM

FREE POPCORN
Present this coupon to your server. Valid for one time use during the month of **May**.
Offer expires 5/31/18 and can't be combined with any other offer.

FREE APPETIZER
With the purchase of an entree. Present this coupon to your server. Valid for one time use during the month of **June**.
Offer expires 6/30/18 and can't be combined with any other offer.

1/2 OFF PIZZA
Present this coupon to your server. Valid for one time use during the month of **July**.
Offer expires 7/31/18 and can't be combined with any other offer.

Stand Out Locally

Promotional Items

Promotional items allow you to showcase your brand on everyday items and promote brand awareness. Some examples of this product include but are not limited to, pens, bags, T-shirts, brochures and catalogs.

By adding a promotional item to the media mix, clients can increase the effectiveness of their media by up to 44%.



Align Your Brand with Relevant Content

Special Sections + Custom Publications

Custom publications and special sections are developed to increase brand reach to niche audiences. While slightly different in execution, both are developed with content experts to reach your ideal target audiences.

MARCH

Guide to Charter Schools
Senior Living
The Hot List
Dallas Auto Show

APRIL

Parents Guide to Summer

MAY

Palate Magazine
Texas Golf

JUNE

Power of Higher Education
Senior Living

AUGUST

SportsDay Style

SEPTEMBER

Cowboys + NFL Preview Section
North Texas Giving Guide
Senior Living

OCTOBER

Guide to Private Schools

NOVEMBER

Top 100 Places to Work

DECEMBER

Senior Living
Photos of the Year Magazine



Increase Awareness and Yield Conversions via Display Advertising

Display advertising, also known as programmatic advertising, targets customers who are most relevant to your brand.

Ads are served to online customers as they visit websites all over the web using specific targeting parameters that our in-house experts recommend.

Dependent on the advertiser's preference, we measure success on two different models:

- CPE - Advertisers pay per engagement (click)
- CPM - Advertisers pay by impression (views)



Retargeted ads led to a 1,046% increase in branded search after four weeks of retargeted ad exposure.

Source: Amhad, I. (2014, Sept). 17 Incredible Retargeting Ad Stats. Retrieved from: <https://www.digitalinformationworld.com/>

Engage Customers by Sharing Relevant Content

Social Media Advertising

Placing high-quality content on social media humanizes your brand and encourages consumer trust and loyalty.

Social media advertising allows you to reach your target audience with special offers, sneak peeks, and powerful imagery to catch customers' attention as they scroll through their social media feed.



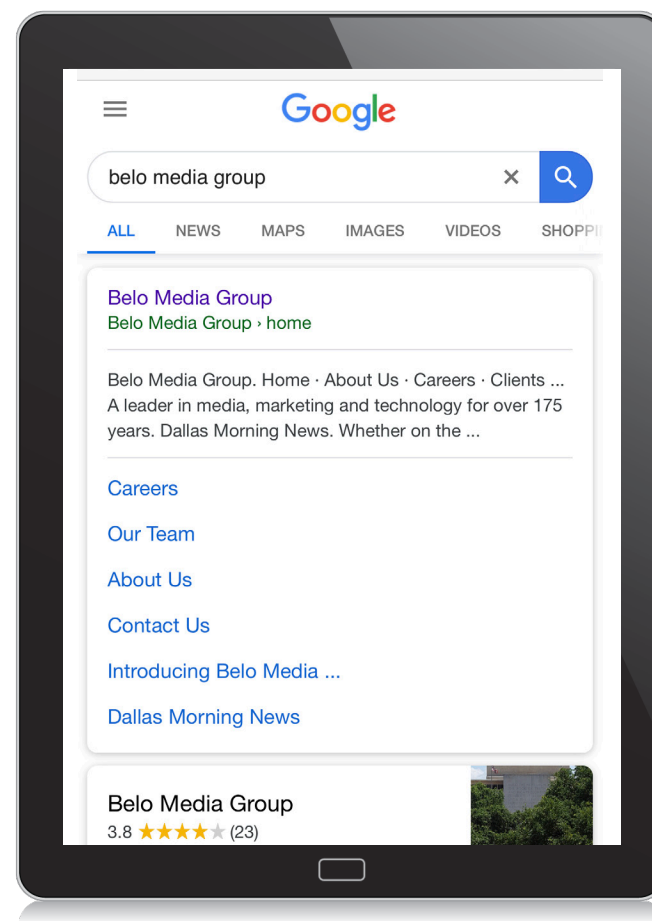
50% of Gen Z (ages 18-19) and 42 percent of millennials (ages 20-36) consider social media the most relevant channel for ads.

Source: Cooper, P. (2018, June). *Social Media Stats that Matter to Marketers in 2018*. Retrieved from: www.hootsuite.com

Drive Online Traffic by Advertising via Search Engine Marketing

Search engine marketing (SEM) is the process of gaining website traffic by purchasing ads on major search engines such as Google and Bing. More than 33 percent of traffic derives from the first position on Google.

By understanding and analyzing online search terms, our experts bid on the keywords that matter most to your audience, thus capturing the attention of potential customers and maximizing conversions.



65% of people click on paid search marketing ads when they are looking to buy an item online.

Source: Smith, B. (2018, April). Branded vs. Non-Branded Paid Search. Retrieved from: www.aquisio.com

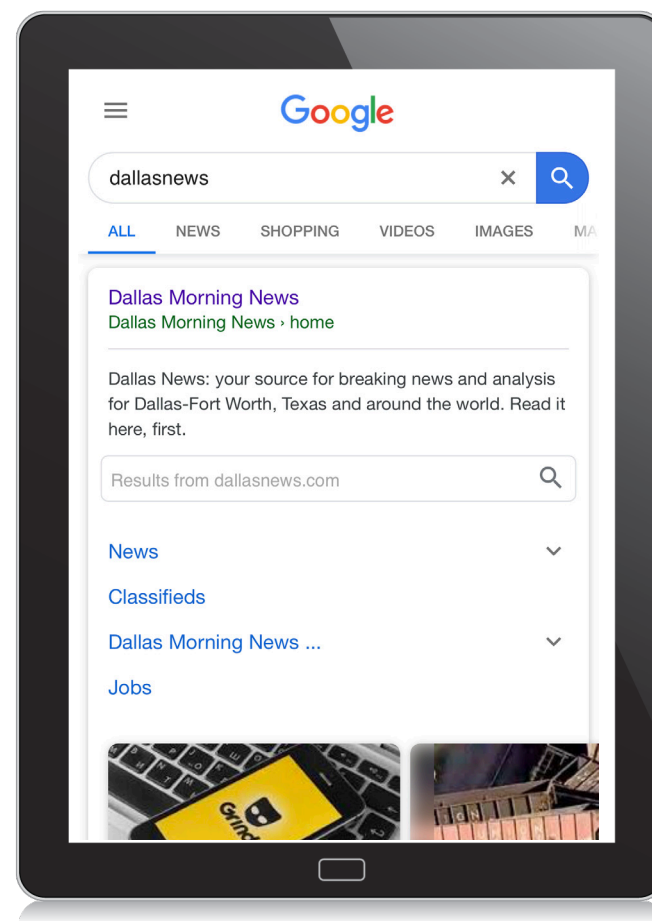
Stand Out Online by Optimizing Content

Search Engine Optimization

Search engine optimization (SEO) is a mix of technical know-how and data-driven strategies that help your brand float to the top of the search engine funnel.

With SEO, a website's content, keywords, links, and more are optimized to help it rank highly on top search engines.

By developing a content and keyword strategy that aligns with common search terms, we can boost your SEO quality score and bump your listing above your competitors.



The top 10 results in Google searches receive 92% of all search traffic.

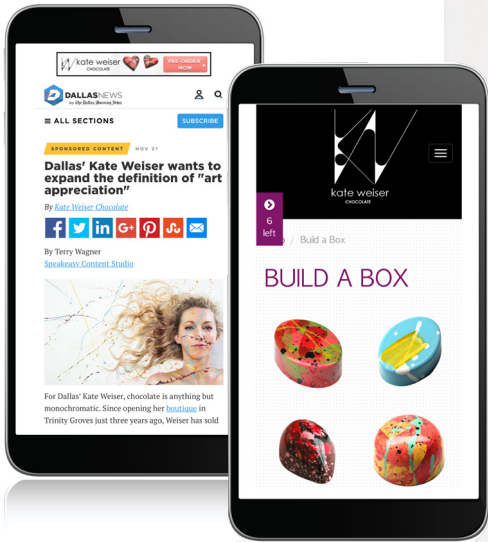
Source: Shelton, K. (2017, October). The Value of Search Result Rankings. Retrieved from: www.forbes.com

Tell Your Brand Story Through
the Eyes of a Journalist

Native Advertising

Native content appears alongside traditional editorial content but is tagged as “sponsored” or “suggested” content and written in your brand voice.

This product can be targeted nationwide on multiple publication websites or segmented to specific geographic locations such as our own dallasnews.com.



Engaging native content drives customers to spend
40% more time reading than traditional editorial content.

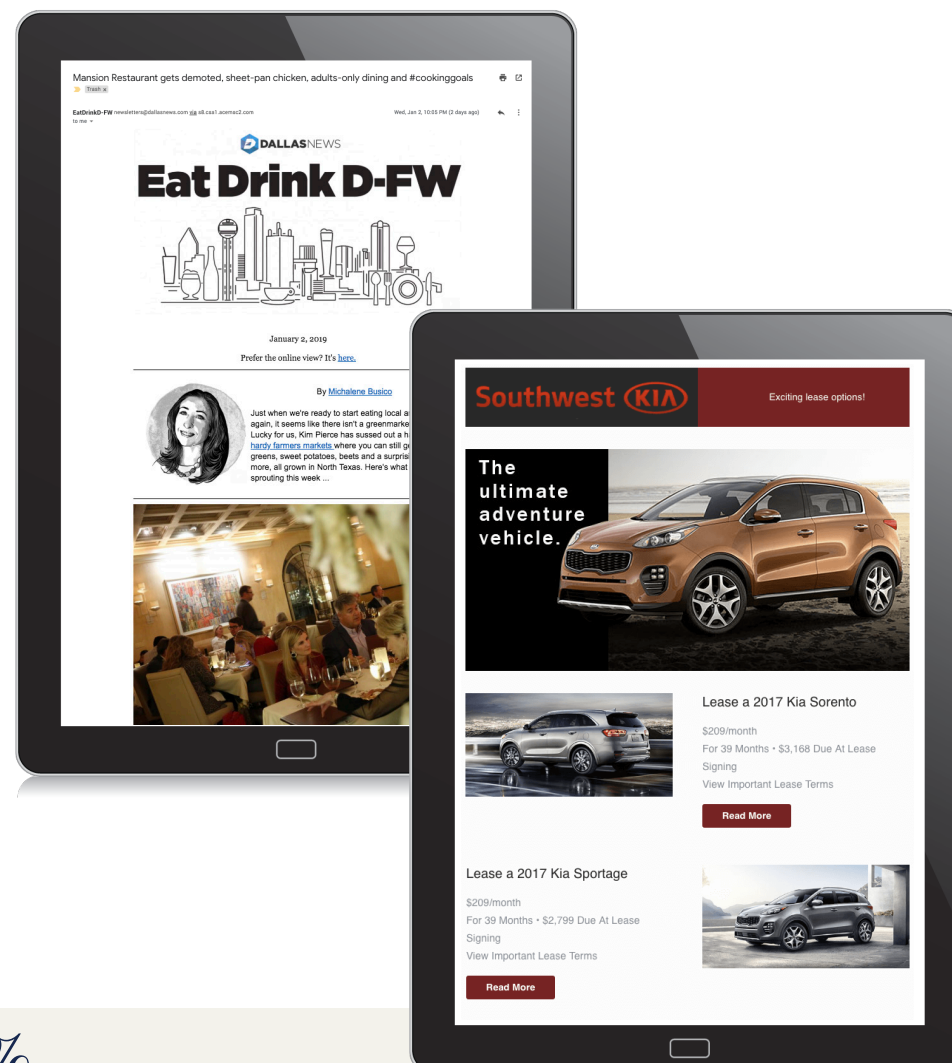
Source: Emarketer (2015). Editorial or Native Content. They Key to Success is to be Reader Centric. Retrieved from: www.fipp.com

*Leverage a Tried and True
Traditional Marketing Channel*

Email Marketing

Email marketing is a cost-effective way to build and sustain relationships with your customer base while delivering relevant content directly to their inboxes.

Our in-house experts curate target lists, develop design and content and provide a recommended marketing cadence to yield conversions and interactions via drip campaigns, newsletters and promotional offers.



***Email marketing has an average ROI of 3,800%.
For every dollar invested, the average return is \$38.***

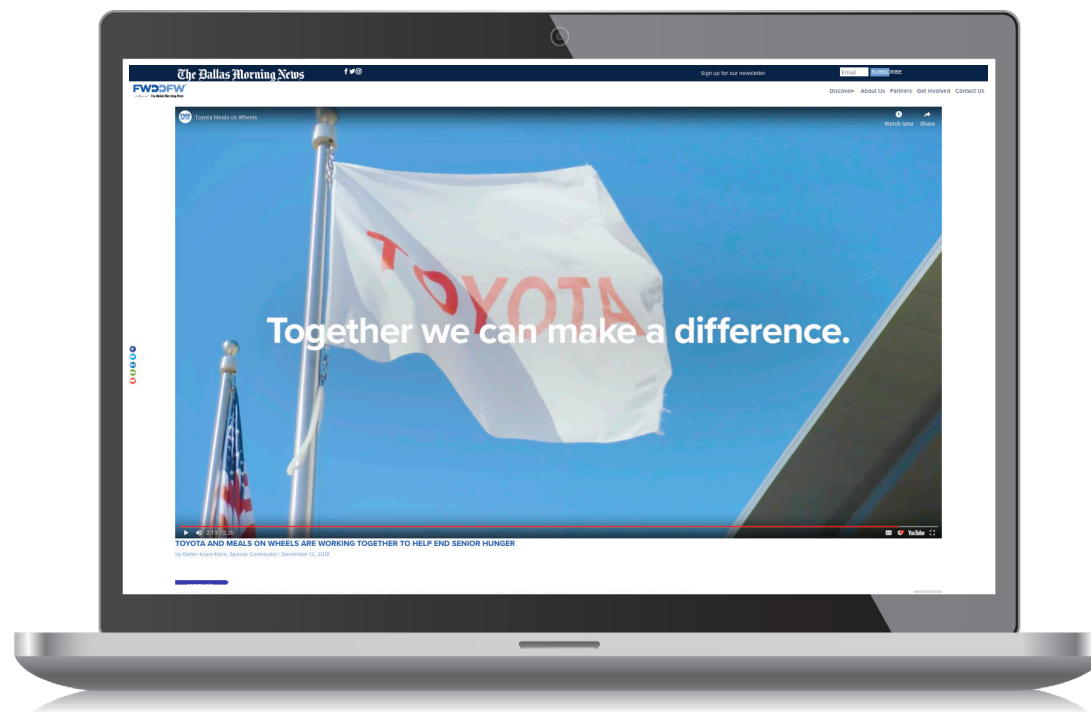
Source: Salesforce (2017). Bolstering Your Ecommerce with Email Marketing. Retrieved from: www.salesforce.com

See a Brand Story Unfold with

In-article + Pre-roll Video

Reach a younger audience and maximize engagement with a modern twist to traditional storytelling.

Bring your brand to life through a compelling script and top-notch production that yields more time spent learning about your brand, product, or service.



According to Forbes, 90% of customers say video helps them make buying decisions and 64% of customers say that seeing a video makes them more likely to buy.

Source: Pritchard, K. (2018, July). Fuel Your Video Strategy in 2019. Retrieved from: <https://www.impactbnd.com/>

Increase Time Spent on Site Through Conversion Rate Optimization

Improve your customer's user experience with the goal of higher engagement and more time spent on your website.

Conversion rate optimization (CRO) is the process of testing, analyzing, and making improvements to a website's structure to increase conversions.

Through A/B testing, detailed reporting, and leveraging a heat map, we can understand your website's visitors and their habits while on your site.



ORIGINAL

VARIANT

Companies whose conversion rates improved last year are conducting 50% more A/B tests and 47% are using more methods to improve conversion.

Source: EConsultancy. (2017, October). Conversion Rate Optimization Report 2017. Retrieved from: <https://econsultancy.com>

Cynt Marshall

CEO, Dallas Mavericks

“I rely on The Dallas Morning News to help me to be an informed citizen and a responsible business leader. I check “The Roundup” first thing in the morning; read the paper at my desk; and check social media at night. The News is my one-stop shop for all Dallas, national, business and sports news and I am a stronger leader because of their insight and timely information.”

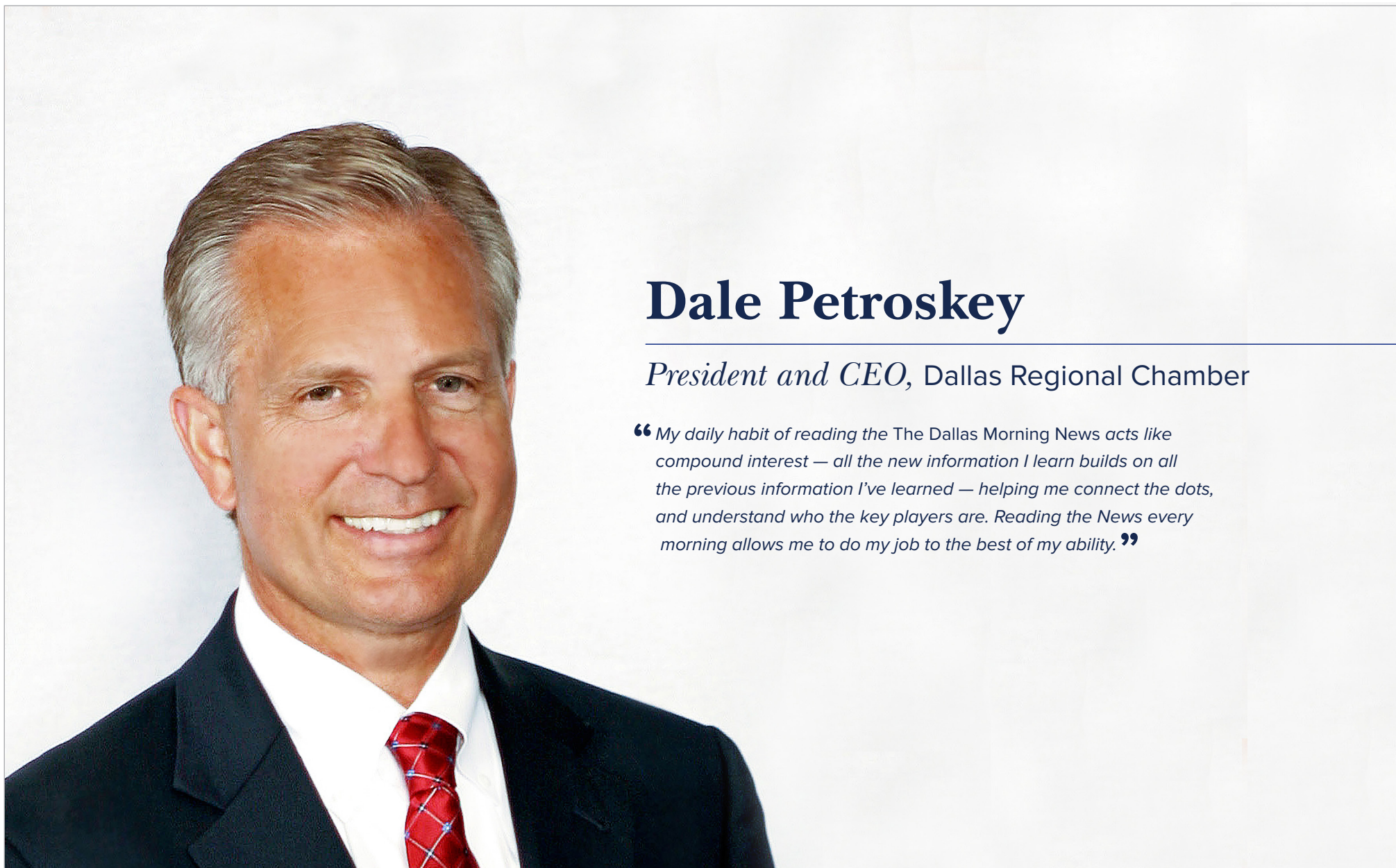


Jennifer Sampson

*McDermott-Templeton President and CEO,
United Way of Metropolitan Dallas*

“The Dallas Morning News is essential for anyone who lives in, works in, and cares about this community. I need to quickly know what Dallas is talking about, thinking about, and hoping for, and the News brings me word of the people, organizations, happenings, and needs of the community — and communities around the world. Our household maintains subscriptions to both electronic and print versions.”





Dale Petroskey

President and CEO, Dallas Regional Chamber

“My daily habit of reading the The Dallas Morning News acts like compound interest — all the new information I learn builds on all the previous information I’ve learned — helping me connect the dots, and understand who the key players are. Reading the News every morning allows me to do my job to the best of my ability.”

PULITZER PRIZES

1986 Pulitzer Prize for National Reporting

1989 Pulitzer Prize for Explanatory Journalism

1991 Pulitzer Prize for Feature Photography

1992 Pulitzer Prize for Investigative Reporting

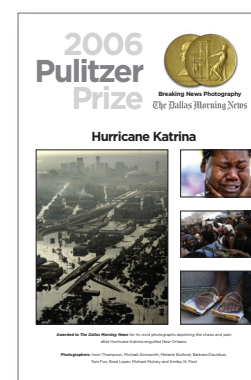
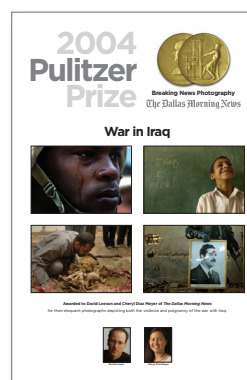
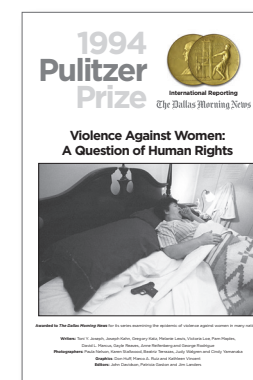
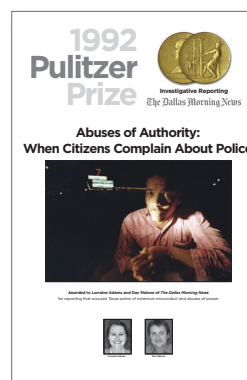
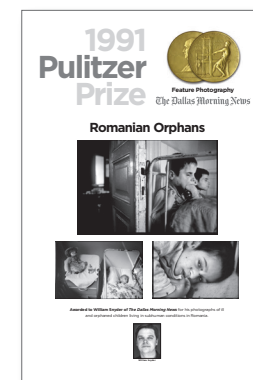
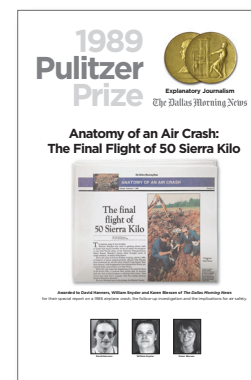
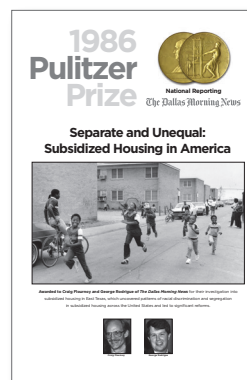
1993 Pulitzer Prize for Spot News Photography

1994 Pulitzer Prize for International Reporting

2004 Pulitzer Prize for Breaking News Photography

2006 Pulitzer Prize for Breaking News Photography

2010 Pulitzer Prize for Editorial Writing



Daily and Sunday Modular (6-column retail)**Includes Jobs and Education sections**

Space	Ad size (width x depth)	Space	Ad size (width x depth)
Full page	11" x 21"	1/6 vertical	3.55" x 10.5"
Doubletruck	23" x 21"	1/6 horizontal	5.41" x 7"
1/2 tower	5.41" x 21"	1/8	5.41" x 5.25"
1/2 vertical	7.27" x 15.75"	1/9	3.55" x 7"
1/2 horizontal	11" x 10.5"	1/12 vertical	3.55" x 5.25"
1/3 tower (2 col.)	3.55" x 21"	1/12 horizontal	5.41" x 3.5"
1/3 vertical (3 col.)	5.41" x 15.75"	1/18	3.55" x 3.5"
1/3 cube (4 col.)	7.27" x 10.5"	Front-page strip	11" x 2"
1/3 strip (6 col.)	11" x 7"	Inside strip	11" x 3"
1/4	5.41" x 10.5"	Weather-page strip	11" x 6"

Center gutter between pages is 1" wide and is counted as 1 column in doubletrucks.

*Sizes not available for Jobs section ads.

Arts & Life

Space	Ad size (width x depth)
Full page	11" x 21"
1/12 vertical	5.41" x 21"
1/12 horizontal	11" x 10.5"
1/4	5.41" x 10.5"
1/8	5.41" x 5.25"

*Business section only publishes as a standalone section on Sunday.

*Metro/Business combined section publishes on Tuesday - Saturday.

Classified Advertising (10-column retail)**Includes Saturday and Sunday HomeCenter sections**

1 column	1.02
2 columns	2.13
3 columns	3.23
4 columns	4.35
5 columns	5.45
6 columns	6.55
7 columns	7.66
8 columns	8.77
9 columns	9.87
10 columns	11
11 columns	12
12 columns	13.02
13 columns	14.13
14 columns	15.24
15 columns	16.35
16 columns	17.45
17 columns	18.56
18 columns	19.67
19 columns	20.78
20 columns	21.89
21 columns	23

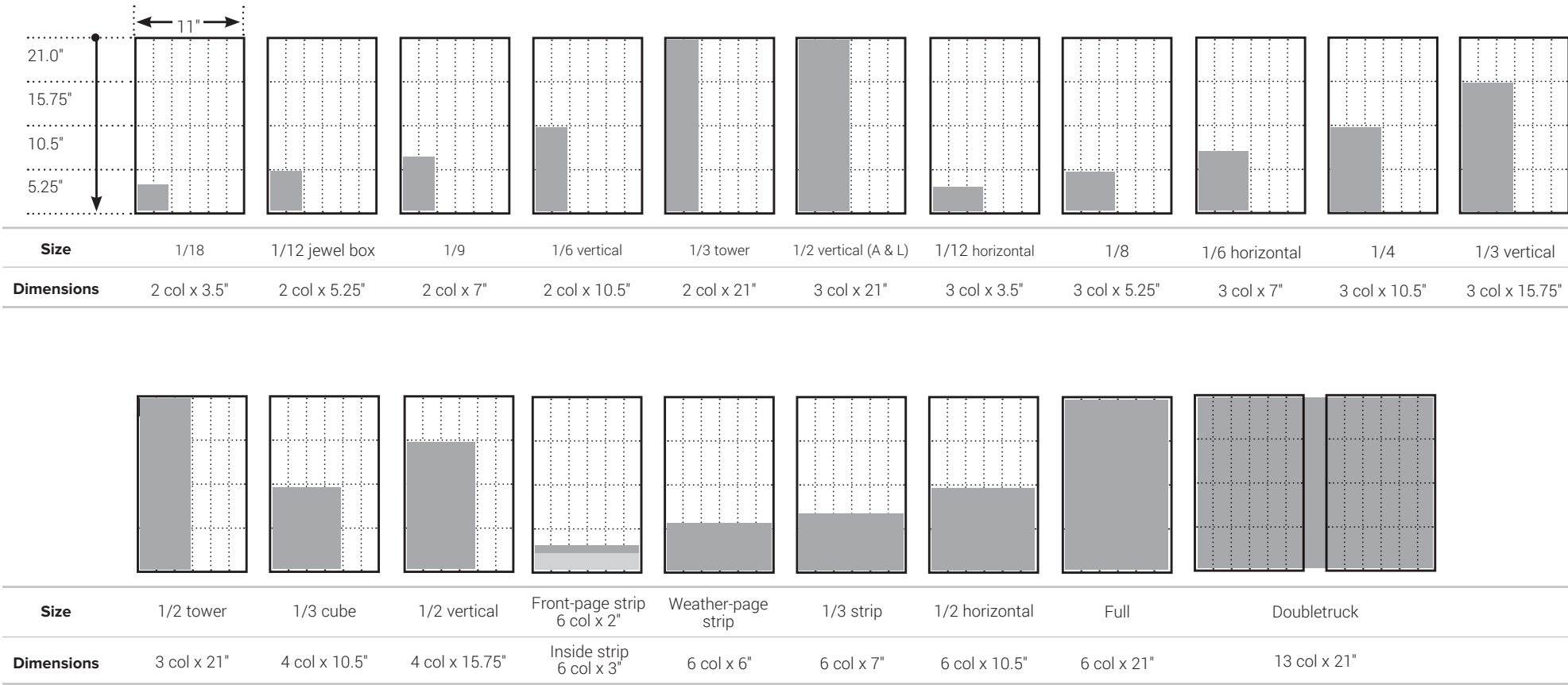
Maximum ad depth for 1 to 21 columns is 294 lines.

Center gutter between pages is 1" wide and is counted as 1 column in doubletrucks and non-traditional doubletrucks. The 11-column doubletruck cannot be positioned on the left or right edge of the page, but must be centered over the center gutter.

HomeCenter strip: 10 columns x 2.37"

ColorRequires NAA Color 8 Inkbook. Process colors are as follows:
21 (blue), 22 (red) and 23 (yellow).

Broadsheet Modular Ads 6-column



Ear ads

(6-column retail)

Section/Position	Size (width x depth)
All TDMN section fronts	2.62" x 1.37"
TDMN inside	2.62" x 1.37"
al día Main	3.55" x 2.13"
al día Sections and Classified	2.49" x 1.5"
Classified section fronts	2.13" x 1.37"
Homes section fronts	2.13" x 1.37"

Tabloid Modular

(4-column retail) Special sections

Space	Ad size (width x depth)
1/8 vertical	2.29" x 5.41"
1/8 horizontal	4.75" x 2.62"
1/4 vertical	2.29" x 11"
1/4 cube	4.75" x 5.41"
1/4 strip	9.66" x 2.62"
1/2 vertical	4.75" x 11"
1/2 horizontal	9.66" x 5.41"
3/4 junior	7.2" x 11"
3/4 horizontal	9.66" x 8.2"
Full page	9.66" x 11"
Doubletruck	20.48" x 11"

Center gutter between pages is 1.16" wide.

Tabloid Modular

(4-column retail) Friday Guide

Space	Ad size (width x depth)
1/8 horizontal	4.75" x 2.62"
1/4 vertical	2.29" x 11"
1/4 cube	4.75" x 5.41"
1/2 vertical	4.75" x 11"
1/2 horizontal	9.66" x 5.41"
Full page	9.66" x 11"
Inside-page strip	9.66" x 2"
Island position	4.75" x 4"
Doubletruck	20.48" x 11"
Wrap (2-sided)	(2) 9.66" x 11" or 20.48" x 11"

Center gutter between pages is 1.16" wide.

Wrap combinations: 4 full pages or 2 spreads, or 2 full pages and 1 spread.

Classified Tabloid

(8-column retail)

Ad width	Inches
1 column	1.02
2 column	2.13
3 column	3.23
4 column	4.35
5 column	5.45
6 column	6.55
7 column	7.66
8 column	8.77

Broadsheet Reconcilers

(6-column retail) Shell sizes

Space	Ad size (width x depth)
1/4 vertical	5.41" x 10.5"
1/3 cube	7.27" x 10.5"
1/3 strip	11" x 7"
1/2 horizontal	11" x 10.5"
2/3 horizontal	11" x 14"
3/4 horizontal	11" x 15.75"
Full page	11" x 21"
Doubletruck	23" x 21"

Participant ads: All approved modular ad sizes are available for broadsheet reconciler participants. (See page 21 of this pdf for options)

Exceptions	Ad size (width x depth)
Seniors Pages	11" x 5.25"
Here's to Your Health	5.41" x 4" or 11" x 4"

Tabloid Reconcilers

(4-column retail) Shell sizes

Space	Ad size (width x depth)
Full page	9.66" x 11"
Doubletruck	20.48" x 11"

Participant ad sizes: 2.29" wide x 3.25" deep
4.75" wide x 3.25" deep
4.75" wide x 6.625" deep

TV Weekly

(Back Page Package)

TV Weekly	
Image	7.25" x 10"
Trim	8" x 10.75"
Bleed	8.5" x 11.25"

TV Weeklylite	
Image	7.25" x 9.125"
Trim	8" x 9.875"
Bleed	8.5" x 10.375"

Pop-Out Package

TV Weekly	
Ad image	7" x 10"
Pop-out image	.75" x 10"
Page trim	8.125" x 10.75"
Bleed	.25" Top, Bottom and Pop-out edge
Total bleed size	8.375" x 11.25"

TV Weeklylite	
Ad image	7" x 9.125"
Pop-out image	.75" x 9.125"
Page trim	8.125" x 9.875"
Bleed	.25" Top, Bottom and Pop-out edge
Total bleed size	8.375" x 10.375"

Spadeas

TDMN Main (Thurs-Sun.)

Outside - 4 color	
Front page (TDMN masthead above ad)	5" x 18.1"
Back page	11" x 21"

Inside - 1 color (B&W)	
Page 2	5" x 21"
Page 3	11" x 21"
or Spread	17" x 21"

*Sunday Bulldog not included in spadea program

TDMN Advance (Thurs-Sun.)

Outside - 4 color	
Front page (No TDMN masthead above ad)	5" x 21"
Back page	11" x 21"
or Spread	17" x 21"

Inside - 1 color (B&W)	
Page 2	5" x 21"
Page 3	11" x 21"
or Spread	17" x 21"

Sunday Comics

Half Spadea (2-sided)	
Image area	5" x 21"
Document size	6" x 22"

Fly Sheet (2-sided)	
Image area	11" x 21"
Document size	12" x 22"

Preprints and Inserts

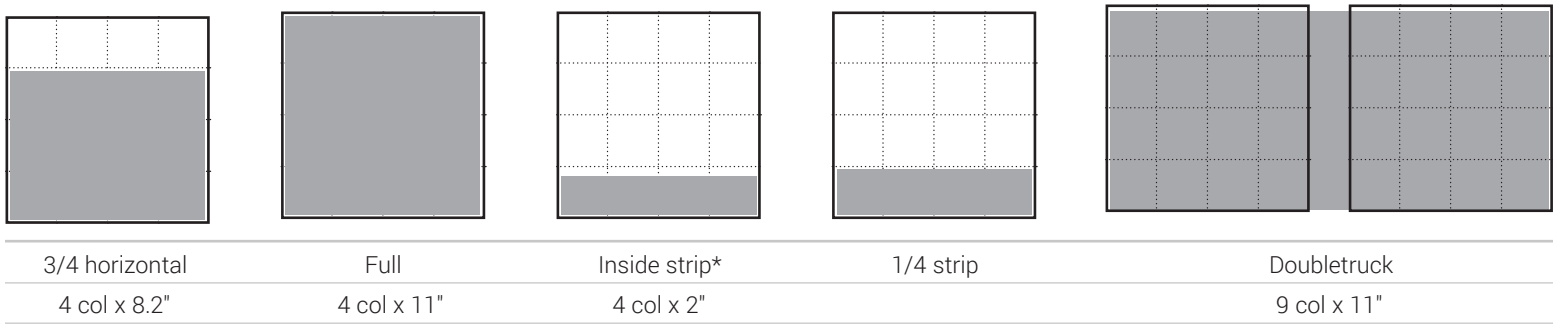
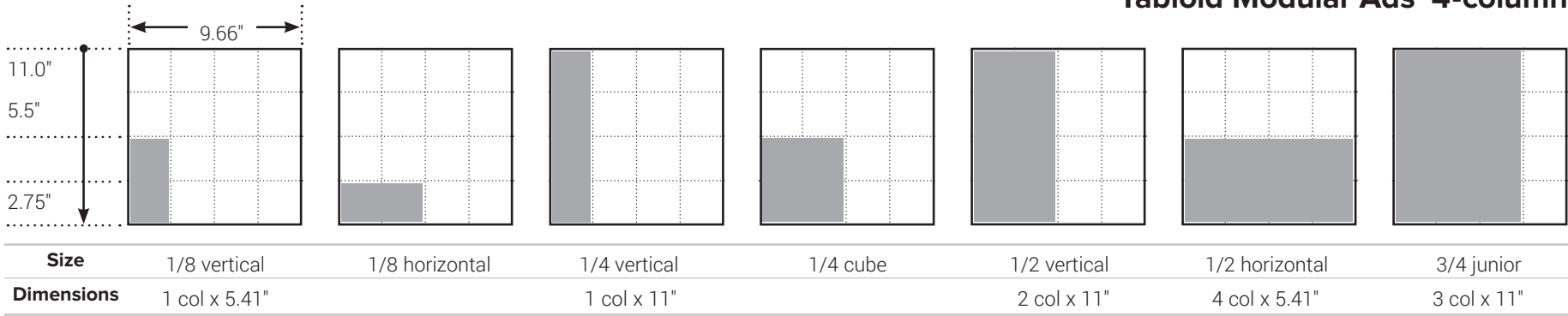
Units of two or four pages must be on 60-pound or heavier stock.

Minimum size, 8.5 inches x 11 inches; maximum size, 10 inches x 12 inches. All pre-printed sections must have *The Dallas Morning News* logo and publication date on the front page.

Advance approval must be secured for size, dimensions and content for all card inserts and pre-printed sections.

Pre-printed inserts that do not conform to established size guidelines may be subject to appropriate surcharges.


Tabloid Modular Ads 4-column




*Inside strip - Friday Guide

Broadsheet


Reconciler Participant Ad Size Options




1/4 Page Vert. Option 1
Participant sizes:
1/126
1.69" x 1" deep
1/63 horiz.
3.55" x 1" deep
Banner
5.41" x 1.5" deep



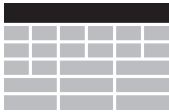
1/4 Page Vert. Option 2
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63
3.55" x 2" deep
Banner
5.41" x 2" deep




1/3 Page Cube Option 1
Participant sizes:
1/126
1.69" x 1" deep
1/63 horiz.
3.55" x 1" deep
Banner
7.27" x 1.5" deep



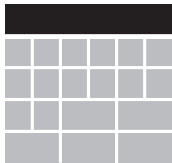
1/3 Page Cube Option 2
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63
3.55" x 2" deep
Banner
7.27" x 2" deep



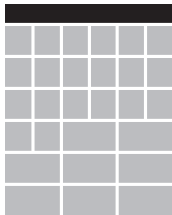
1/3 Page Strip Option 1
Participant sizes:
1/126
1.69" x 1" deep
1/63 horiz.
3.55" x 1" deep
Banner:
11" x 1.25" deep



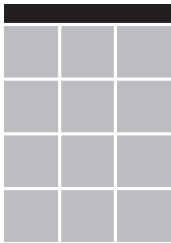
1/3 Page Strip Option 2
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63
3.55" x 2" deep
Banner:
11" x .75" deep




1/2 Horiz.
Participant sizes:
1/63 vert.
1.69" x 2" deep
2/63 3.55" x 2" deep
Ear 2.62" x 1.37" deep
Banner: 11" x 2" deep



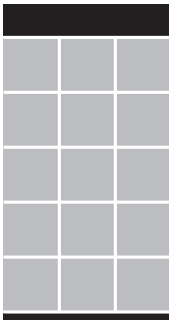
2/3 Page Horiz.
Participant sizes:
1/63 vert. 1.69" x 2" deep
2/63 3.55" x 2" deep
Banner 11" x 1.25" deep




3/4 Page Horiz. Option 1
Participant sizes:
1/18 3.55" x 3.5" deep
Banner 11" x 1.25" deep



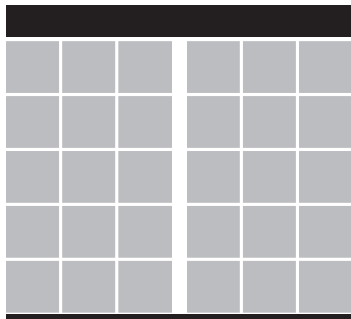
3/4 Page Horiz. Option 2
Participant sizes:
1/12 horiz. 5.41" x 3.5" deep
Banner 11" x 1.25" deep



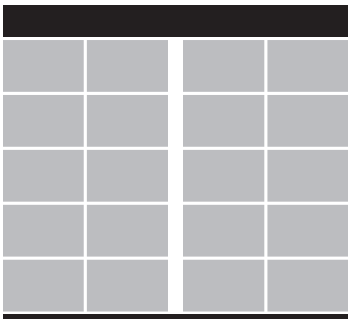
Full Page Option 1
Participant sizes:
1/18
3.55" x 3.5" deep
Ear
2.62" x 1.37" deep
Banner
11" x 2.125" deep
Footer
11" x .5" deep



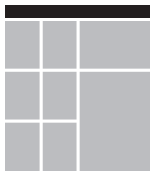
Full Page Option 2
Participant sizes:
1/12 horiz.
5.41" x 3.5
Ear
2.62" x 1.37" deep
Banner
11" x 2.125" deep
Footer
11" x .5" deep




Doubletruck Option 1
Participant sizes:
1/18 3.55" x 3.5" deep
Ear 2.62" x 1.37" deep
Banner 23" x 2.125" deep
Footer 23" x .5" deep



Doubletruck Option 2
Participant sizes:
1/12 horiz. 5.41" x 3.5
Ear 2.62" x 1.37" deep
Banner 23" x 2.125" deep
Footer 23" x .5" deep



Tabloid Full Page
Participant sizes:
2.29" x 3.25" deep
4.75" x 3.25" deep
4.75" x 6.625" deep
Banner 9.66" x .875" deep



Tabloid Doubletruck
Participant sizes:
2.29" x 3.25" deep
4.75" x 3.25" deep
4.75" x 6.625" deep
Banner 20.48" x .875" deep

Standard Display 300x250

dallasnews.com, aldiadallas.com, guidelive.com, sportsdaydfw.com, DMNconnect, cars.com

Format	Frame Rate	Max. Size
HTML5		80k
GIF/JPEG		30k

Audio must be user-initiated only.

Expandable 300x250
(560x300 Expansion)

728x90

dallasnews.com, aldiadallas.com, guidelive.com, sportsdaydfw.com, DMNconnect, cars.com, ePaper

Format	Frame Rate	Max. Size
HTML5		80k
GIF/JPEG		30k

Audio must be user-initiated only.

300x600

dallasnews.com, guidelive.com (articles), SportsDay

Format	Frame Rate	Max. Size
HTML5		150k
GIF/JPEG		100k

Maximum video length of 15 seconds.

Close or Continue must be provided.

Preferred video format: mp4

Audio must be user-initiated only.

320x50

dallasnews.com, aldiadallas.com, guidelive.com, sportsdaydfw.com, DMNconnect, all phone apps

Format	Max. Size
HTML5/CSS	30k
GIF/JPEG	20k

Cards 357x500

guidelive.com

Format	Frame Rate	Max. Size
HTML5		80k
GIF/JPEG		40k

112x600

sportsdaydfw.com

Format	Frame Rate	Max. Size
HTML5		80k
GIF/JPEG		50k

Billboard

dallasnews.com, aldiadallas.com, guidelive.com, sportsdaydfw.com

Initial Format (970x250)	Max. Size
HTML5	200k
GIF/JPEG	150k

This ad unit collapses to “Show Ad” text with icon (or 88x31 px image) or “Show Ad” text/icon with residual branding in 62x88 px or 196x31 px image.

Video Submission Guidelines:

Minimum 24 fps for video

30 sec max length (unlimited user-initiated)

2.2 MB additional file size allowed for host-initiated video

Unlimited file size for user-initiated video

Preferred video format: mp4

High Impact Pushdown

dallasnews.com, aldiadallas.com, guidelive.com, sportsdaydfw.com

Initial Format (970x90)	Max. Size
HTML5	80k
GIF/JPEG	40k

Expanded Format (970x415)	Max. Size
HTML5	200k
GIF/JPEG	100k

Maximum 3 animation loops, 10 seconds or 1 panel.

Expansion is down. Max expansion of 10 seconds.

1 auto-expand per user per day and any additional expand must CLICK to expand, NOT on ROLLOVER.

Close button required on expansion.

Audio must be user-initiated only.

Video Submission Guidelines:

Minimum 24 fps for video

15 sec max length (unlimited user-initiated)

1.1 MB additional file size allowed for host-initiated video

Unlimited file size for user-initiated video

Preferred video format: mp4

(800x600) Interstitial

dallasnews.com, guidelive.com, sportsdaydfw.com

Format	Max. Size
HTML5	200k
GIF/JPEG	150k

Maximum animation is 15 seconds.

Ad appears between pages. Users click on link and full-page ad appears for limited time. User is then directed to requested page.

Close button required.

Automatically close after 15 seconds

Frequency cap 1 per user per day.

No audio allowed.

Top Window

1400x350 Static	desktop
414x736	mobile

Click Tags

Real Media (OAS) banners
(Will work with DFP/Google)

```
on (release) {  
  getURL(_root.clickTAG, “_blank”);  
}
```

cars.com

```
on (release) {  
  getURL(_level0.clicktag, “_blank”);  
}
```

Email: Standard & Specials

Max. Dimensions	Max. Size
600x1000*	100k

Layout/design and code should reflect responsive formatting.

Minimum of 40% HTML text.

HTML text must be on solid background color only
(no images or gradients)

Inline CSS only

No JavaScript allowed

Only .gif, .jpg, or .png images allowed.

*Longer depths accepted.

Pre and Post Roll Video

Length: 15 and 30 seconds maximum

Controls: Stop/Start and Volume should be enabled throughout ad play

Bit rates: Greater than 2 Mbps

Resolution: 640x480 preferred (400x300 minimum)

Keyframes: every 1 second

Frame rate: 15 fps minimum

Recommended codecs: MPEG2, WMV, H.264/AAC

How to prepare HTML5 assets for DCM

Prepare HTML5 assets

To set up HTML5 banners or enhanced banners, provide HTML5 assets in the form of a .zip file. The .zip should consist of an HTML file plus any files referenced by the HTML file.

1. Create a folder.

2. Add your HTML file plus any assets referenced by the file. Don't include any other files. You may organize your assets into subfolders, but do not compress these subfolders.

3a. What to include in your .zip file

- HTML file: The primary asset of your HTML5 creative is the HTML file. This is the entry point for your creative. It must be a complete HTML document that includes at least one click tag and can load into an iFrame. DCM serves the iFrame along with your assets.
- All assets must be named in lowercase with no special characters.
- HTML5 creatives must have exactly one click tag (no more or less).

Sample Clicktag Code:

In the header of the document:

```
<script type="text/javascript"> var clickTag = "http://www.clickURLhere.com";</script>
```

In the body of the document:

```
<a href="javascript:window.open(window.clickTag)"></a>
```

- Other files: Include any other files that are referenced by the HTML file. *(NOTE: Do not include any files that are not referenced.)*

3b. What not to include

- No .zips within .zips: Do not include any .zip files within your HTML5 .zip file.
- No unreferenced files: As noted above, only include files if they are referenced by the HTML file.
- No local or session storage: DCM does not accept HTML5 assets that use local storage or session storage.
- No backup assets: Do not include backup assets in your HTML5 .zip file *unless* they are referenced by the HTML file (provide the backup image separately). This image is used if DCM cannot use your primary assets because they are not supported.
- However, some HTML files may be coded to use their own backup assets when a browser can't handle all the features. In this case, you'll need to include a backup image in your .zip *in addition* to the image an Ad trafficker must upload separately.

4. Supported file types and limits for your .zip file

- Supported file types: HTML, HTM, JS, CSS, JPG, JPEG, GIF, PNG, JSON, XML and SVG.
- Maximum number of files: Your .zip can include up to 100 files.
- Maximum size: Depends on your account settings. Check Admin > Account. The size of the .zip (while still compressed) must not exceed your account limit. Regardless, you should keep your .zip file as light as possible. The only files in your .zip file should be the assets you need for your HTML5 creative.

5. Sample HTML5 .zip file

Download a sample .zip file

6. Compress the folder into a .zip file.

Need help compressing folders? Try the Windows or Apple help centers.



1954 Commerce Street | Dallas, TX 75201
belomediagroup.com | 214.977.8222