

# GUIDE TO PRIVATE SCHOOLS

*A special section advertising opportunity with The Dallas Morning News & briefing*



## HOW VALUABLE IS A PRIVATE SCHOOL EDUCATION?

Few things are more important to parents than their child's education. But where do parents who prefer a private school turn for the information that will help them determine which school is the right one?

On Thursday, October 5, 2017, The Dallas Morning News, briefing and dallasnews.com will publish the **Guide To Private Schools** — a special section that explores the value of a private school education and how parents can determine the right school for their child.

### The Dallas Morning News\*\*\*

Reach 559,614 readers

Avg. household income is \$91,980

75% are college educated

21% of the households have children

### briefing\*\*\*

47% male/53% female

55% avg household income is \$75,000

69% are college educated

18% of the households have children



To reserve advertising space, contact your BMG sales and marketing consultant at 214-842-6864 or 877-265-3995

Ad Sizes	Dimensions	Rates
Full Page plus 150,000 impressions on dallasnews.com   Desktop & Mobile	9.66" x 11" Leader Board 728x90 Medium Rectangle 300x250	\$5,500
Half Page plus 100,000 impressions on dallasnews.com   Desktop & Mobile	4.75" x 11" / 9.66" x 5.41" Leader Board 728x90 Medium Rectangle 300x250	\$3,225
Quarter Page plus 50,000 impressions on dallasnews.com   Desktop & Mobile	5.41" x 10.5" Leader Board 728x90	\$1,850
Eighth Page plus 50,000 impressions on dallasnews.com   Desktop & Mobile	4.75" x 2.62" Leader Board 728x90	\$1,300
Pushdown on Entertainment - Oct. 2-8		\$2,650/day*
Pushdown on Sports - Oct. 2-8		\$4,500/day*
Pushdown on Main News - Oct. 2-8		\$8,500/day*

Ads include full color. Premium positions available for +25%.

\*Subject to availability.

Dallas Morning News & briefing Publish Date	Thursday, Oct. 5, 2017
Website Go-Live Date	Thursday, Oct. 5, 2017
Space Deadline	Friday, Sept. 1, 2017
Second Proof/Ad Material	Friday, Sept. 15, 2017
Electronic Ad Files	Tuesday, Sept. 19, 2017
Final Ad Release	Thursday, Sept. 21, 2017

Sources: \*Claritas Consumer Buying Power 2017 and Scarborough, 2016/2017 Release 1 \*\*Scarborough 2016 Release 1. \*\*\*Briefing 2016 Panel Profile.