

2017 TECHNOLOGY GIFT GUIDE

A special section advertising opportunity with The Dallas Morning News



DALLAS MORNING NEWS READERS ARE TECH SAVVY

The Dallas Morning News Tech Adviser Jim Rossman has been covering technology and reviewing gadgets for more than 15 years and he's been gathering his favorites for a 2017 Technology Gift Guide. Young or old, tech newbie or seasoned geek, Jim will have gift suggestions for everyone on your holiday shopping list. The section will combine the best gadget reviews of 2017 plus all new items for Christmas.

Audience:

- 64% own a desktop computer
- 65% own a laptop or notebook
- 58% own a tablet
- 72% have purchased items on the net
- 26% have bought a TV in the past year

DMN Readers have great potential during the next year:

- 32,163 plan to buy an HDTV
- 25,866 plan to buy a Smart TV
- 71,508 plan to buy a new Smartphone
- 65,923 plan to buy a Tablet
- 33,910 plan to buy a Console



For extended holiday reach ask your account executive about an exclusive holiday offering, at 214-842-6864 or 877-265-3995.

Ad Sizes	Dimensions	Rates
Full Page plus 150,000 impressions on dallasnews.com desktop & mobile	11" x 21" Leader Board 728x90 Medium Rectangle 300x250	\$8,500
Half Page plus 100,000 impressions on dallasnews.com desktop & mobile	5.41" x 21" / 11" x 10.5" Leader Board 728x90 Medium Rectangle 300x250	\$5,500
Quarter Page plus 50,000 impressions on dallasnews.com desktop & mobile	5.41" x 10.5" Leader Board 728x90	\$3,500
Front Page Strip plus 50,000 impression on dallasnews.com desktop & mobile	11" x 2"	\$4,375

Rates include full color.

Premium positions: inside front cover, inside back cover, back page 25%

Publishes	Sunday, Nov. 19, 2017
Space Deadline	Thursday, Nov. 9, 2017
Ad Materials	Friday, Nov. 10, 2017 - Noon
Camera-Ready	Friday, Nov. 10, 2017 - 5 p.m.
Final Ad Release:	Tuesday, Nov. 14, 2017 - 5 p.m.

Source: The Dallas Morning News Reader Panel (February 14, 2016)