



FAMILY PUBLICATIONS, INC.

DALLAS FAMILY MAGAZINE • HOUSTON FAMILY MAGAZINE • GENERATION Y • THE FAMILY AGENDA • FPI SYNDICATION

2501 Oak Lawn Ave Dallas, TX 75219 214.521.2021 FAX 214.522.9270

fax

TO: Kristine Gossett FAX: (940) 382-6287
COMPANY: Denton CUB PHONE:
FROM: Lynn Inler DATE SENT: 7/20/99
NO. PAGES INCLUDING COVER 2

Dear Kristine,
Per my message, I am faxing you the attached information about our special September travel planner. It's a great way to let 450,000 upper income women and 128,000 internet surfers know about you. We are the #1 award winning publication with more distribution in the Dallas and Houston markets than any other Texas publication. Space deadline is August 2nd with art due on Aug. 4th so I will call to follow up soon. Thanks, Lynn

If this fax is not received intact, please call 214-521-2021 as soon as possible.

thank you

www.dallasfamily.com • www.houstonfamilymagazine.com

All Aboard!



Pack your bags with Dallas and Houston Family magazines in our **Spring and Fall Family Travel Planners**

Here's your chance to reach the 450,000 readers of Dallas Family and Houston Family magazines as they get ready to embark on their family vacations. Whether they're heading out on the highway, leaving on a jet plane, boarding the train or even hopping on a bus, Texas families definitely look forward to their vacations.

Your Destination

Where is your ad going? Straight to the targeted audience you need to reach. Our reader survey says that 90 percent of Dallas and Houston families are planning vacations this year. Our loyal audience is parents (94 percent female) who are looking for the best parenting information and resources for their families – including the very best vacations.

Bonus Miles

50 words of advertorial space to describe a place to go, a site to see, a way to get there or a special product to take along on the trip!

Buy the Ticket

Our September '99 and April 2000 issues are your ticket. These special pull-out sections in our award-winning publications offer the perfect opportunity for you to help map out the family trip. Tell our readers where to go and what to see, how to get there and what to pack.

Reservation information

Combined Dallas/Houston net rates

Ad Size	1X	3X
Full Page	\$5,205	\$4,405
3/4 Page	\$4,355	\$3,535
Jr Page	\$3,510	\$3,105
1/2 Page	\$3,015	\$2,485
1/4 Page	\$1,665	\$1,425
1/8 Page	\$1095	\$935

Net Color Rates Spot \$250 4-Color \$600
Charges are in addition to ad rates

Local retail rates are non-commissionable and payable upon insertion. Net is due ten (10) days after publication.

Premium position, add 15% to rate.

Ad Space Closing Sept. Issue Monday, Aug. 2

Ad Space Closing April Issue Friday, March 3

For reservations/information

call your Dallas Family account representative, 214-521-2021

or your Houston Family account representative, 713-266-1885 today!

www.dallasfamily.com • www.houstonfamilymagazine.com

FAMILY PUBLICATIONS INC.



DALLAS FAMILY MAGAZINE HOUSTON FAMILY MAGAZINE THE FAMILY AGENDA FPI SYNDICATION

September 1, 1998

Ms. Kristine Gossett
Denton COC
P.O. Drawer P
Denton, TX 76202

Dear Ms. Gossett:

Welcome to Family Publications, Inc., a 5-year-old publishing enterprise that has been meeting the needs of the growing family market since 1993!

Our unique mission, serving parents with hard-hitting information and invaluable resources and providing advertisers with access to the enormous family market, began with FPI's award winning flagship publication, Dallas Family magazine. We brought this same mission to Houston with the launch of Houston Family magazine in October 1997. Ours is a partnership, too: Houston Family and Dallas Family magazines provide the activities and advice-- and our advertisers let our readers enjoy one-stop shopping for their homes, their children, their health care, their cars, their computers, and their clothes. Together Dallas Family and Houston Family magazines give you even more access to the rich potential of the family market, offering attractive combined rates when you advertise in both publications, doubling your exposure!

You'll find us in 80,000 homes in the course of a month in Dallas and 70,000 homes in Houston, distributed free of charge from hundreds of locations in the Dallas and Houston areas where families work and play, and at advance movie screenings and events we sponsor monthly for children and families. You may even find us in a child's backpack! Dallas Family and Houston Family magazines are now available in several area schools. And Houston family is proud to announce that you can find us every month in specially zoned editions of The Houston Chronicle!

We're glad to have you with us. We appreciate your support and welcome any suggestions you may have to improve our service to advertisers and to our community.

Thank you! And please call me directly if there's anything I can do for you.

Sincerely,

Cathy Temples
Assistant to the Publisher

HOUSTON FAMILY

The Magazine For Today's Parents

HOUSTON FAMILY MAGAZINE
 2620 Fountainview Suite 200
 Houston, TX 77057

INVOICE

Date	Invoice
7/31/98	987476

DENTON CONVENTION & VISITORS BUREAU P O DRAWER P DENTON TEXAS 76202 ATTN: KRISTINE GOSSETT

MC/Visa Accepted	Due Date	Rep
	7/31/98	

-INVOICE-			-AMOUNT-
	1/4 Page Ad	DALLAS FAMILY & HOUSTON FAMILY	1,510.00
	Production	SEPTEMBER 1998 ISSUE	25.00
<i>paid in full Thank you</i>			
Total Due			\$1,535.00

H O U S T O N
FAMILY
THE MAGAZINE FOR TODAY'S PARENTS

Enclosed is your tearsheet from the

Jan _____

Feb _____

Mar _____

Apr _____

May _____

June _____

July _____

Aug _____

Sept

Oct _____

Nov _____

Dec _____

issue of *Houston Family* magazine.

Denton Convention & Visitor's

Thank you for your support!

Bureau

Your invoice will arrive separately.

DALLAS
FAMILY
MAGAZINE

Enclosed is your tearsheet from the

Jan _____

Feb _____

Mar _____

Apr _____

May _____

June _____

July _____

Aug _____

Sept

Oct _____

Nov _____

Dec _____



issue of *Dallas Family* magazine.

Denton CVB

Thank you for your support!

Your invoice will arrive separately.



Winner Best Written Parenting Publication in America and Best Magazine in Texas!

FAMILY PUBLICATIONS INC.



DALLAS FAMILY MAGAZINE

HOUSTON FAMILY MAGAZINE THE FAMILY AGENDA FPI SYNDICATION

fax

2501 Oak Lawn Ave Dallas, TX 75219 214.521.2021 FAX 214.522.9270

TO: Kristine Bossett FAX: (940) 382-⁶²⁸⁷~~785~~
COMPANY: Denton CVB PHONE: _____
FROM: Lynn Imber DATE SENT: 8/12/98
NO. PAGES INCLUDING COVER 23

Kristine,
Attached is your revised artwork
Please review, sign in fax back ASAP
I think it looks great
Thank you
Lynn

If this fax is not received intact, please call 214-521-2021 as soon as possible.

thank you

This is a proof of the ad currently scheduled to run in *Houston Family* magazine. Please proofread it carefully. If there are changes to be made, circle them and write the changes clearly in the margins.

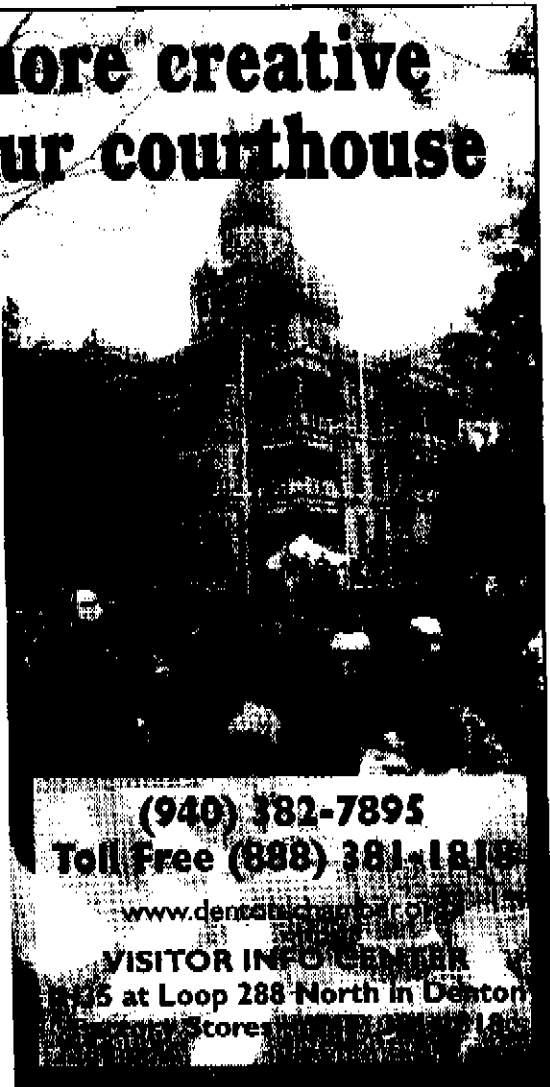
Please fax this form back to your Sales Rep with either your okay or changes. Thank You!
2501 Oak Lawn Ave, Suite 600, Dallas, Texas 75219 (P) 521-2021 (F) 522-9270

ACCOUNT
EXECUTIVE:
Lynn Imler
Ext. 135

We have more creative uses for our courthouse square.

No doubt about it, the people in Denton sure know how to have a good time. So, if you find yourself in the mood for fun and food without the frustration of traffic, consider Denton the better offer. Call us for more information about events on the square.

Coming up...
September 12 - County Seat
Saturday, a festival celebrating
Denton's heritage, and
December 3 - Holiday
Lighting Festival.



(940) 382-7895
Toll Free (888) 381-1818
www.dentontexas.com
VISITOR INFO CENTER
135 at Loop 288 North in Denton
Hours: 9:00am - 5:00pm

AD OKAY AS IS

(Client's Signature)

AD NEEDS CHANGES AS INDICATED

(Client's Signature)

P.02

-> CVB: Page 2

Received: 8/12/98 11:03AM

Aug-12-98 10:29A

(Client's Signature)

AD NEEDS CHANGES AS INDICATED

(Client's Signature)

P.03

-> CVB: Page 3

Received: 8/12/98 11:04AM

Aug-12-98 10:29A

This is a proof of the ad currently scheduled to run in *Houston Family* magazine. Please proofread it carefully. If there are changes to be made, circle them and write the changes clearly in the margins.

Please fax this form back to your Sales Rep with either your okay or changes. Thank You!

2501 Oak Lawn Ave, Suite 600, Dallas, Texas 75219 (P) 521-2021 (F) 522-9270

AD CHECKLIST

- Address *> fix website*
- Phone #
- Fax #
- Dates
- Headline
- Copy
- Image
- Color *N/A*

ACCOUNT EXECUTIVE:

Lynn Imler

Ext. 135

We have more creative uses for our courthouse square.

No doubt about it, the people in Denton sure know how to have a good time. So, if you find yourself in the mood for fun and food without the frustration of traffic, consider Denton the better offer. Call us for more information about events on the square.

Coming up...
September 12 - County Seat Saturday, a festival celebrating Denton's heritage, and
December 3 - Holiday Lighting Festival.



(940) 382-7895
Toll Free (888) 381-1818
www.denton-tx.com
VISITOR INFO CENTER
1005 at Loop 288 North in Denton
Hours: Mon-Fri 9:00-5:00 PM, Sat 10:00-4:00 PM, Sun 12:00-4:00 PM

website is ~~www.denton-tx.com~~ www.denton-chamber.org

oops! *Christina A. Gossett* *www.denton-chamber.org*

AD OKAY AS IS

(Client's Signature)

AD NEEDS CHANGES AS INDICATED

I make changes

(Client's Signature)

For more information, contact the City of Carrollton Community Information Office at (972) 466-3593 or the MetroWest Chamber of Commerce at (972) 416-7874.

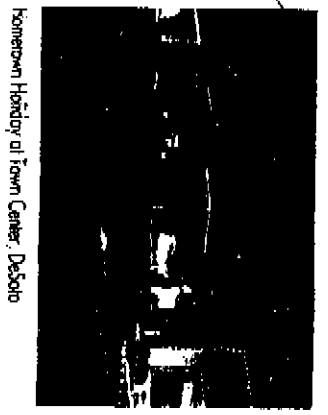


Courthouse on the Square, Denton

DENTON

Denton is the county seat of Denton County and located just a hop-skip from the Dallas

stores, gift shops, fun restaurants, and a lively mix of other retail businesses. Downtown is also home to the grand 101-year old Courthouse-on-the-Square. Inside is the Denton County Historical Museum and across the street is Evers Hardware, a store that appears to be a step back in time. There are two restored theaters and the city offers museums and art galleries that offer seasonal exhibits throughout the year. Annual events include: Texas Storytelling Festival (March), Fry Street Fair, Denton Arts & Jazz Festival (April), North Texas State Fair (August), County Seal Saturday (fall), and Denton Holiday Lighting (December). Denton has excellent food and all kinds of shopping including great buys at Golden Triangle Mall. For outlet shopping, check out Exposition Mills Denton Factory Store. For more information, contact the



HomeTown History at Town Center, DeSoto

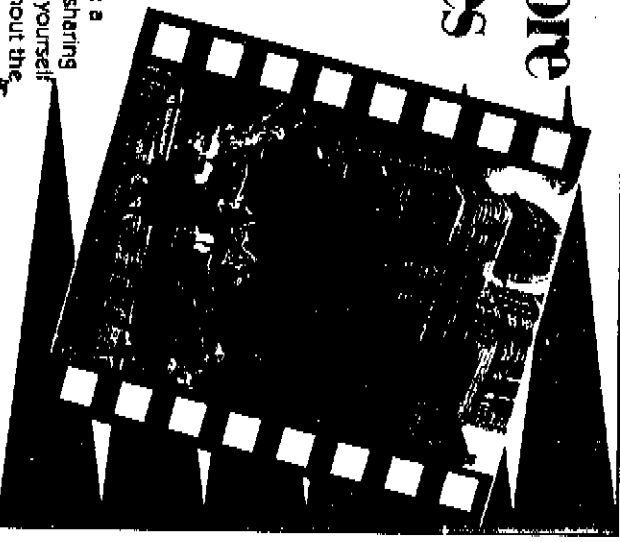
DESOTO

Bordered by I-35 on the East, I-20 on the North, and SH67 on the West, located just 14 miles south of Dallas is DeSoto. With a population approaching 36,000, DeSoto is a community where you can

relax in comfort away from the big city congestion and still have easy access to all the amenities the Dallas/Ft. Worth area has to offer. Three quality hotels, numerous restaurants offering a wide variety of cuisine, an extensive park system and jogging trails all combine to make DeSoto a unique experience. Nearby Joe Pool Lake offers camping and a variety of recreational water activities. DeSoto is served by six shopping centers and more than twenty churches. It's a different slant on contemporary tourism with local and regional events including the Chamber's annual Biz-Soto Trade Fair in April, the Toad Haller Heritage Festival and outdoor concert, and the Chamber's Annual Golf Tournament in June; the Fourth of July Fireworks Spectacular; and the annual Christmas Parade and Town Center Tree Lighting combined with "Christmas on the Creek", an old fashioned Corner & Live! Christmas celebration with strolling Victorian actors, musicians and dancers, make DeSoto a community to visit throughout the year. For more information, contact the DeSoto Tourist Information Center, 205 E. Pleasant Run, P.O. Box 220, DeSoto, Texas 75123-0220, (972) 224-3565, (972) 224-7228-FAX.

We have more creative uses for our courthouse square.

No doubt about it, the people in Denton sure know how to have a good time. And they don't mind sharing the wealth, either. So, if you find yourself in the mood for fun and need without the frustration of traffic, consider Denton the better offer.



put revised copy here (see attached)

DENTON CONVENTION & VISITOR BUREAU

(940) 389-7895 • Toll Free (800) 368-3686

www.denton-chamber.org

8335 at Loop 508 North in Denton, Texas

Denton scores F not these changes

*Two D can add use
had in a publication
last year. I don't
have the same source,
but I do have the revisions.
I can't get it
if you can't get it
I'll try to find it.
Two D
Government works!
will do.*

No doubt about it, the people in Denton sure know how to have a good time. So, if you find yourself in the mood for fun and food without the frustration of traffic, consider Denton the better offer. Call us for more information about events on the square. Coming up...September 12 – County Seat Saturday, a festival celebrating Denton's heritage, and December 3 – Holiday Lighting Festival.



FAX

Date: 7/30/98

Number of pages:
(including cover sheet)

TO: Lynn Imler

FROM: Christine Gossett
Denton Convention &
Visitor Bureau

PHONE:
FAX #: 214/522-9270

PHONE: 940/382-7895
FAX: 940/382-6287

Lynn,

Here is the contract and insertion order. Will you be faxing me a hard invoice? I will be turning in invoices to be paid Friday or Monday. Do I send the ad and payment direct to you at the address on the fax cover (Oak Lawn)?

Let me know. Thanks.

If you ne

- Christine Gossett

FAMILY

PUBLICATIONS, INC

Dallas Family Magazine Houston Family Magazine

ADVERTISER Denton COC

Address P.O. Drawer P

City Denton State TX Zip 76202

Phone (940) 382-7895 Fax (940) 382-0040

Contact Kristine Gossett

Category CUB

SPACE RESERVATION

Size: 1/4

Color: Black & White Spot Color Four-Color

Shape: Vertical Horizontal

Bleed (Full page only): Yes No

Number of insertions: 1x

NET RATE: <u>\$1510.00</u>	
Months of insertion/Magazine/Special Section	
Jan	July
Feb	Aug
Mar	Sept <u>98</u>
Apr	Oct
May	Nov
June	Dec

INVOICING: Direct to Advertiser Through Agency

Account Terms: Payment Due with Art
 Payment Due by 10th of month with each insertion
 MC/VISA # _____
 Expiration Date _____
 Accounts Payable contact:
 Name Christine Gossett, Denton CUB
 Phone (972) 445-5558 (metro) DR (940) 382-7895

ADVERTISING CONTRACT

Advertiser designates the following agency to act on advertiser's behalf with regard to this agreement:

Advertiser _____

Address _____

City _____ State _____ Zip _____

Phone () _____ Fax _____

CAMERA READY ART

Supplied by Advertiser

Supplied by Agency

Supplied by Publisher at cost

Estimated publisher production cost \$ _____

Ads needing any production will have a minimum charge assessed for any changes made (date, phone number, address, new photo, etc.) This includes new ads, pick-ups or camera-ready ads. Amount to be determined at production time. Additional instructions:

Net Cost Per Insertion \$ 1510.00

Net Color Rate \$ _____

15% Special Position \$ _____

TOTAL NET RATE \$ 1510.00

Contract Year Sept Issue to Aug Issue

All insertions contracted must be utilized within (12) months from the first insertion date. The rate specified on this contract is based on the number of insertions chosen by the advertiser signing this contract. If, for any reason, including suspension of business of advertiser, the insertions specified on this contract are not fulfilled, Family Publications Inc. will charge back to advertiser the difference between the rate earned and the rate specified on this contract. Advertiser agrees to pay Family Publications immediately the amount of such computation.

AGREED Denton COC

Company Name Denton Convention & Visitor Bureau

Authorized Name (print) Christine Gossett, Vice President

Title Christine Gossett

Authorized Signature [Signature]

Account Rep. [Signature]

Phone (214) 521-2021 Date 1/30/98

Family Publications Inc. 2501 Oak Lawn Ave., Suite 600 Dallas, Texas 75219 214-521-2021 Fax 214-522-9270

FAMILY

PUBLICATIONS, INC

Dallas Family Magazine Houston Family Magazine

INSERTION ORDER

Advertiser Denton COC
 Address P.O. Drawer 7
 City Denton State TX Zip 76202
 Phone (940) 382-7895 Fax (940) 382-0040
 Contact Kristine Gossett
 Category CVB

Advertiser designates the following agency to act on advertiser's behalf with regard to this agreement.

Advertiser _____
 Address _____
 City _____ State _____ Zip _____
 Phone () _____ Fax _____

INVOICING: Direct to Advertiser Through Agency

SIZE / COLORS: 1/4 B/W

SHAPE: Horizontal Vertical

SPECIAL SECTION OR POSITION:
Travel

CONTRACT FREQUENCY: 1 of 1X

PREFERRED POSITION (15% Additional)

CONTRACT YEAR: 98-99

Sept ISSUE TO: Aug ISSUE

Month of insertion/magazine:

September 98

NET RATE: 1510.⁰⁰

ART:

Four Color

Spot Color: Specify Color _____

Camera Ready (laser print-film-floppy disk or syquest disk)

Pick-up: issue and page # _____

Pick-up changes _____

Production needed: Production Charge \$ _____

See below for copy and creative instructions

Account Terms: Payment Due w/Art
 Payment Due by 10th of month of each insertion
 MC/VISA# _____
 Expiration Date _____
 Accounts Payable contact:
 Name: [Signature]
 Phone #: [Signature]

Denton COC - Denton Convention & Visitor Bureau
 CLIENT
[Signature]
 CLIENT SIGNATURE

[Signature] 7/30/98
 ACCOUNT REP. DATE

Family Publications Inc. 2501 Oak Lawn Ave., Suite 600 Dallas, Texas 75219 214-521-2021 Fax 214-522-9270

Ad Materials Requirements

DALLAS FAMILY, HOUSTON FAMILY

Updated May 1998

AD MATERIALS

Camera Ready is defined as all materials (document, fonts, artwork, etc) provided on a COMPUTER DISK

- 3.5-inch floppy diskette
- 3.5-inch 100 MB Zip disk
- Jaz disk
- CD Rom

DON'T FORGET

- All camera-ready ads MUST include every font used.
- All camera-ready ads should be accompanied by a positive proof (either a *velox* or *Laser print*) for a black-and-white ad or a *color matchprint, color key* or *rainbow* for 2-, 3-, or 4-color ads.
- All colors should be in *Process (cyan, magenta, yellow, black CMYK) color screen mixes.*
- **NO PANTONE COLORS.** Ads with Pantone colors will be converted to their CMYK (Process) values.
- Black and white ads — 85-line screen, emulsion side down, right read
- 2-, 3-, or 4-color ads — 100-line screen, emulsion side down, right read

MACINTOSH FORMAT only!

No PC, IBM,
WINDOWS
or DOS formats.

Dallas Family and
Houston Family
accepts only
the following
computer programs:

Quark XPress
Adobe Illustrator
Adobe Photoshop

All disks will be returned to the client. Please mark your disk.

MECHANICAL REQUIREMENTS

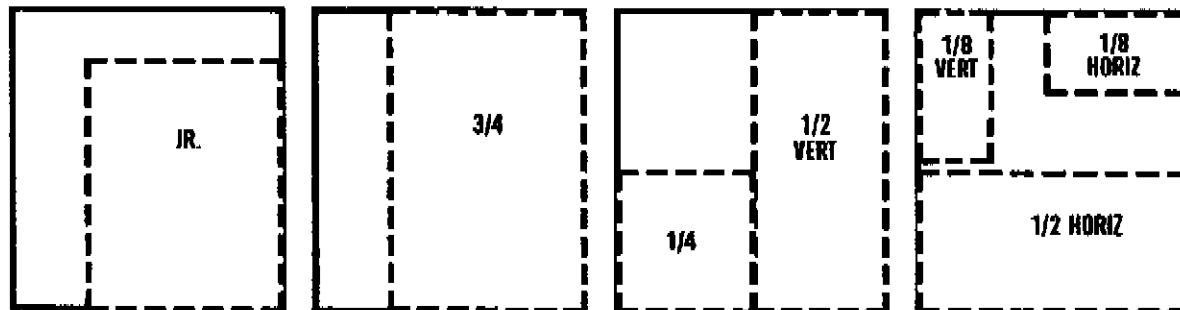
STANDARD SIZES	WIDTH	DEPTH
Full Page	9.5"	12"
Full Page (bleed)	11"	13.5"
3/4 Page	7.062"	12"
Junior Page	7.062"	9.5"
1/2 Page (vertical)	4.625"	12"
1/2 Page (horizontal)	9.5"	5.875"
1/4 Page	4.625"	5.875"
1/8 Page (vertical-1 column)	2.187"	5.875"
1/8 Page (horizontal-2 columns)	4.625"	2.812"

Black and White ads-85 Line Screen

Four Color-100 Line Screen, right read, emulsion side down negatives Max Density-425

MAGAZINE TRIM SIZE

10.5" x 13"



FAMILY PUBLICATIONS INC.



DALLAS FAMILY MAGAZINE

HOUSTON FAMILY MAGAZINE THE FAMILY AGENDA FPI SYNDICATION

fax

2501 Oak Lawn Ave Dallas, TX 75219 214.521.2021 FAX 214.522.9270

TO: Kristine Gossett FAX: (940) 382-⁶²⁸⁷~~0040~~
COMPANY: Denton CDC PHONE: _____
FROM: Lijin Omler DATE SENT: 7/30/98
NO. PAGES INCLUDING COVER 4

Kristine,
Per Jodi Hanson I am faxing you the contract and insertion order for the September travel issue of Dallas & Houston Magazine. I also attached the ad material requirements for your reference. I need camera ready art by Aug. 7th and if we build the ad I need materials by Aug. 5th. Please call if you have any questions!
D. Shaker Lyle

If this fax is not received intact, please call 214-521-2021 as soon as possible.

thank you *Invoice to follow



FAX

Date: 7/30/98

Number of pages:
(including cover sheet)

TO: Lucy Haverkamp

FROM: Christine Gossett
Denton Convention &
Visitor Bureau

PHONE:
FAX #: 940/665-0495

PHONE: 940/382-7895
FAX: 940/382-6287

Lucy,

Here are the details for the Dallas Family ad. I thought it might give you a head start. I was wondering if we couldn't change it up slightly to include something about County Seat Saturday, September 12, 9 a.m. to 5 p.m. Also something about Holiday Lighting Festival in December. Or something about family-fun festivals coming up in Denton and then name them and give them our toll-free number to call for more information about those festivals. Just a thought. Let me know what you think. Hope you get to feeling better!!!!!!

- Christine

FAMILY PUBLICATIONS INC.



DALLAS FAMILY MAGAZINE

HOUSTON FAMILY MAGAZINE THE FAMILY AGENDA FPI SYNDICATION

fax

2501 Oak Lawn Ave Dallas, TX 75219 214.521.2021 FAX 214.522.9270

TO: Kristine Dosselt FAX: (940)382-0040
 COMPANY: Denton CAC PHONE: _____
 FROM: Lynn Omler DATE SENT: 7/15/98
 NO. PAGES INCLUDING COVER 4

Kristine,

Jodi called today about our next issue which is Sept. We are having a fall travel section in that issue, so Jodi asked me to send the attached to you. It is a Dallas/Houston section so it reaches almost 1/2 a million people. Please call if you have any questions. Thanks,
 Lynn

If this fax is not received intact, please call 214-521-2021 as soon as possible.

thank you

All Aboard!

Pack your bags with Dallas and Houston Family magazines in our Fall and Spring Family Travel Planners



Here's your chance to reach the 450,000 readers of Dallas Family and Houston Family magazines as they get ready to embark on their family vacations. Whether they're heading out on the highway, leaving on a jet plane, boarding the train or even hopping on a bus, Texas families definitely look forward to their vacations.

Your Destination

Where is your ad going? Straight to the targeted audience you need to reach. Our reader survey says that 90 percent of Dallas and Houston families are planning vacations this year. Our loyal audience is parents (97 percent female) who are looking for the best parenting information and resources for their families - including the very best vacations.

Bonus Miles

30 words of advertorial space to describe a place to go, a site to see, a way to get there or a special product to take along on the trip!

Buy the Ticket

Our September '98 and April '99 issues are your ticket. These special pull-out sections in our award-winning publications offer the perfect opportunity for you to help map out the family trip. Tell our readers where to go and what to see, how to get there and what to pack.

Reservation information

Combined Dallas/Houston rates	
Full Page	\$4,690
3/4 Page	\$3,835
Jr Page	\$3,090
1/2 Page	\$2,720
1/4 Page	\$1,510
1/8 Page	\$995

Color Rates Spot \$250 4-Color \$600
Charges are in addition to ad rates

Ad Space Closing Sept. Issue Wednesday, Aug. 5
Ad Space Closing April Issue Monday, March 5

For reservations/information call Lynn Imber, Dallas Family, 214-521-2021
or Robert Stanley, Houston Family, 713-266-1885 today!

Combined Rates

DALLAS FAMILY, HOUSTON FAMILY

Net Retail Advertising Display Rates (Effective October 1997)

SIZE	1x	3x	6x	9x	12x
Full Page	\$4590	\$3840	\$3460	\$3250	\$3125
3/4 Page	\$3735	\$3080	\$2760	\$2665	\$2550
Junior Page	\$2990	\$2625	\$2270	\$2180	\$2090
1/2 Page	\$2620	\$2145	\$2045	\$1830	\$1785
1/4 Page	\$1410	\$1195	\$1025	\$980	\$955
1/8 Page	\$895	\$750	\$685	\$645	\$610

Inserts: Special rates apply for preprinted inserts, stitched insert cards and stitched in preprinted inserts. Availability and price upon request. Overruns also available upon request.

Color Rates

Spot Color	\$250 per color
4-Color Process	\$600 per ad
Full Bleed	\$700 per ad

Local retail rates are non-commissionable and payable upon insertion. Net is due ten (10) days after publication date.

Premium position, add 15% to rate.

Camera Ready Ads

Veloxes — \$18 (\$10 to shoot to film & \$8 to strip that film in)
Film — \$8 to strip in each piece of film
 Changes to CAMERA READY ad materials — \$20 minimum.

Pick Up Ads

Changes to PICK UP ads (ads which have previously run in *Dallas* or *Houston Family* magazine)

- \$15 minimum (includes the following)
 - Changes to no more than 5 lines of copy
 - 2 client requested revisions (Additional charges \$10)
- Additional Charges — \$25 per item
 - Add or delete color
 - Scan photo
 - More than 5 line changes

Dallas Family and Houston Family Produced Ads

- 1/8 & 1/4 page ad — \$25
 - Includes 1 scanned image, design, copy input,
 - 2 client requested revisions
- 1/2 & Jr page ad — \$40
 - Includes 2 scanned images, design, copy input,
 - 2 client requested revisions
- 3/4 page ad — \$55
 - Includes 3 scanned images, design, copy input,
 - 2 client requested revisions
- Full page ads — \$75
 - Includes 4 scanned images, design, copy input,
 - 2 client requested revisions
- Additional charges — \$10 per item
 - Each additional scan
 - Any artwork not provided by client

Rates

DALLAS FAMILY magazine

Net Retail Advertising Display Rates (Effective July 1997)

SIZE	1x	3x	6x	9x	12x
Full Page	\$2700	\$2275	\$2050	\$1925	\$1850
3/4 Page	\$2250	\$1815	\$1625	\$1570	\$1500
Junior Page	\$1750	\$1535	\$1325	\$1275	\$1220
1/2 Page	\$1540	\$1260	\$1200	\$1075	\$1050
1/4 Page	\$825	\$700	\$600	\$575	\$560
1/8 Page	\$525	\$440	\$400	\$380	\$360

Inserts: Special rates apply for preprinted inserts, stitched insert cards and stitched in preprinted inserts. Availability and price upon request. Overruns also available upon request.

Color Rates

Spot Color	\$250 per color
4-Color Process	\$600 per ad
Full Bleed	\$700 per ad

Local retail rates are non-commissionable and payable upon insertion. Net is due ten (10) days after publication date.

Premium position, add 15% to rate.

Camera Ready Ads

Veloxes — \$18 (\$10 to shoot to film & \$8 to strip that film in)
Film — \$8 to strip in each piece of film
 Changes to CAMERA READY ad materials — \$20 minimum.

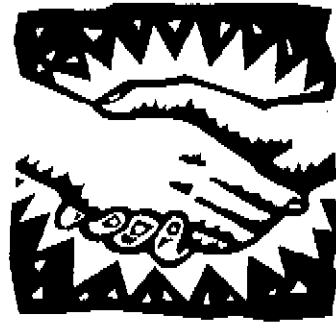
Pick Up Ads

Changes to PICK UP ads (ads which have previously run in *Dallas Family* magazine)

- \$15 minimum (includes the following)
 - Changes to no more than 5 lines of copy
 - 2 client requested revisions (Additional changes \$10)
- Additional Charges — \$25 per item
 - Add or delete color
 - Scan photo
 - More than 5 line changes

Dallas Family Produced Ads

- 1/8 & 1/4 page ad — \$25
Includes 1 scanned image, design, copy input, 2 client requested revisions
- 1/2 & Jr page ad — \$40
Includes 2 scanned images, design, copy input, 2 client requested revisions
- 3/4 page ad — \$55
Includes 3 scanned images, design, copy input, 2 client requested revisions
- Full page ads — \$75
Includes 4 scanned images, design, copy input, 2 client requested revisions
- Additional charges — \$10 per item
Each additional scan
Any artwork not provided by client



Well Done!

Dallas Family magazine is the proud recipient of a dozen

1997 Parenting Publications of America (PPA) Awards for Excellence in Writing and Design.

Awarded January 31 at the annual PPA Meeting in San Antonio, Texas, by Northwestern University's Medill School of Journalism, the citations called *Dallas Family* "not only an important informational source for Dallas-area parents; it is a forum for ambitious reporting and excellent writing that is distinguished by any standards within the magazine business."

Dallas Family Magazine received 1997 Excellence Awards for:

General Excellence

Overall Writing Overall Design

Editorial Supplement (The Family Agenda)

Special Section (The Myth of Quality Time)

Feature Writing (Their Mothers, Their Selves, by Dusty Rhodes)

Feature Writing (The Believers, by Sarah Sentilles)

Spot News Writing (Sexual Harassment, by Amanda Touche Bowler)

Profile Writing (Party of Four, by Ann S. Sentilles)

Supplement Design (The Family Agenda)

Front Page Photography (Mother Nature, M.D., by Kris Hundt)

Illustrations (Christmas, by Drew White)

Age

96% of Dallas Family magazine readers are between the ages of 20-49—the age groups with the greatest spending power!

Average age	36.1
20-29	18.5%
30-39	56.5%
40-49	21.0%
50+	4.0%

Sex

Male	6%
Female	94%

Marital Status

Married	83.7%
Divorced	8.2%
Single	6.6%
Widowed	1.5%

Household Income

80.4% of all Dallas Family readers have a household income of \$40,000 or more

Average household income \$65,410

\$20,000-\$39,999	14.8%
\$40,000-\$59,999	28.0%
\$60,000-\$79,999	25.9%
\$80,000-\$99,999	13.8%
\$100,000 or more	12.6%

Employment Status

66% of Dallas Family readers work outside their homes

Education

92% of Dallas Family readers have attended college with almost 70% holding a degree

Reading Habits

84% of Dallas Family readers have read 3 out of the last 4 issues of Dallas Family magazine. 65% of our readers keep the magazine 2 weeks or longer. 95% of our readers spend 30 minutes or more reading the magazine.

Purchasing Plans

Dallas Family readers will be making major purchasing decisions in the next 12 months:

Airline tickets	74.5%
Appliances	29.5%
Baby/Children's Furniture	28.5%
Bicycle	23.5%
Camera/Video equipment	18.5%
College Fund investment	32.0%
Continuing Education	29.5%
Health Food	37.0%
Home computer equipment	55.5%
Home Furnishings	54.5%
New Vehicle	26.5%
Party Supplies	62.5%
Personal Residence	15.5%
Phone Equipment	16.5%
Television, VCR, or stereo	21.5%
Used Vehicle	11.0%

Advertising

Dallas Family readers use Dallas Family magazine in making shopping decisions. 98% of our readers read the ads in the magazine each month. They also have purchased products and services in response to seeing an ad in Dallas Family magazine.

Childcare

73% of Dallas Family magazine readers rely on outside child care

Parenting Information

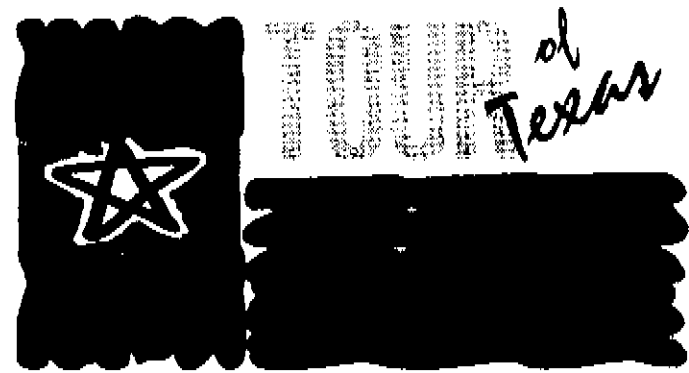
Dallas Family is the primary resource for parenting news and information in Dallas.

Dallas Family	30.5%
National Parenting magazine	25.0%
Daily newspaper	5.0%
Other local parenting pubs.	3.0%



The Lone Star State is a five-star Family Destination!

Let Dallas Family and Houston Family magazines put you on the map for our 450,000 readers this May!



*Cover is slick
Newsprint
inside
Tabloid
Size*

Why Not Come Along?

We're publishing a special pull-out advertising section called Tour of Texas to highlight the food and lodging, arts and culture, events and entertainment that give us bragging rights! As we like to tell folks, Texas isn't only a great place to live; it's a great place to visit, too! And our readers know that — in a recent survey 60 percent said they take two-to-three family trips — In Texas — a year.

Meet Your Guides

Our magazines are the best in Texas. Dallas Family magazine won the Best Magazine in Texas in addition to being named the best-written and designed parenting publication in the country for three-years running. We treat our Dallas Family and Houston Family readers to the finest parenting information and resources — and in these two important markets, they look to us for what's best for their kids — including, of course, the very best Lone Star Getaways.

A Package Deal

In addition to your advertisement, you will be given special space to describe, in 50 words, all you have to offer families.

Reservation Information

(Combined Dallas/Houston Net Rates)

Full Page	\$4,690
3/4 Page	\$3,835
Jr. Page	\$3,090
1/2 Page	\$2,720
1/4 Page	\$1,570
1/8 Page	\$995

Color Net Rates

Spot	\$250
4-color	\$600

Ad Space Deadline:

Friday, April 3, 1998

*w/out
1590*

Lynn Imler

For reservations, call your Dallas Family Account Executive 214-521-2021 or Houston Family Account Executive 713-266-1885 today!

