

# Focus Daily News

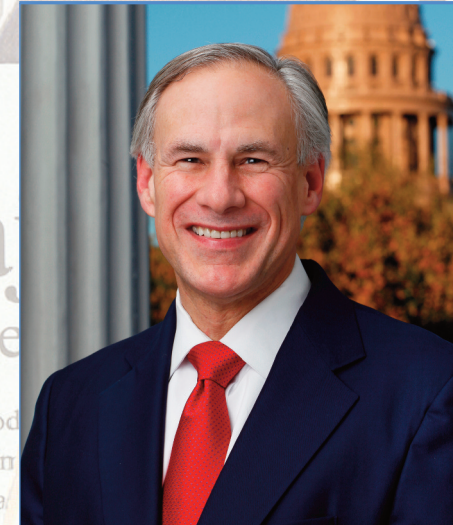
## Income/Education Demographics

	Median Age Overall	Children			
		Aged Under 18	Aged 19-25	Aged 25-44	Aged 45-65
Cedar Hill	32.2	11,340	2,471	12,935	11,583
DeSoto	37.8	14,444	2,609	12,736	27,906
Duncanville	35.4	11,848	2,276	9,853	9,896
Lancaster	32.6	8,399	2,193	10,676	8,457
Grand Prairie	31.3	59,190	11,940	53,705	38,895
Ovilla	38.7	1,112	284	333	261
Midlothian	32.9	6,170	945	5,437	4,115
Glenn Heights	29.4	4,391	568	3,540	2,317
Red Oak	33.0	3,601	627	3,189	2,448
Oak Leaf	40.6	366	94	114	102
Waxahachie	31.7	9,252	2,373	8,144	6,432
CMSA Overall	34.1	130,113	26,380	120,662	112,412

	Median Family Income	Retail Sales Receipts	Manufacturing Exports	Food Service Receipts
Cedar Hill	67,299	478,105	160,548	10,868
DeSoto	60,945	345,766	459,060	46,036
Duncanville	56,818	6,555	186,141	66,268
Lancaster	51,131	6,535	259,838	22,298
Grand Prairie	53,927	9,358	3,733,651	191,180
Ovilla	75,000	5,315	58,020	8,152
Midlothian	70,010	12,765	1,540,898	14,013
Glenn Heights	54,043	47,001	0	8,558
Red Oak	64,912	8,125	7,523	10,673
Oak Leaf	81,824	7,524	0	6,188
Waxahachie	54,858	19,766	1,276,364	58,880
CMSA Overall	62,797	946,815	7,682,043	443,114

Total	Population In City	By Ethnicity		
		White	Black	Hispanic (any race)
Cedar Hill	31,350	18,186	10,788	3,822
DeSoto	49,047	11,358	33,648	5,914
Duncanville	38,524	19,421	11,478	13,480
Lancaster	36,361	7,409	24,997	6,164
Grand Prairie	175,396	96,837	37,343	74,893
Ovilla	3,405	3,130	166	114
Midlothian	18,037	15,965	654	2,734
Glenn Heights	11,278	4,107	5,644	2,502
Red Oak	10,769	7,723	1,822	2,219
Oak Leaf	1,209	1,190	39	65
Waxahachie	29,621	22,381	3,819	6,870
CMSA Overall	404,997	111,803	130,398	118,777

	Median Home Value	College Graduate & Above	Single Fam. Homes	Avg Family Size
Cedar Hill	131,900	31.9%	10,789	3.28
DeSoto	142,300	28.3%	19,488	3.22
Duncanville	112,700	25.0%	14,011	3.14
Lancaster	101,400	18.8%	12,520	3.22
Grand Prairie	185,453	22.7%	62,424	3.52
Ovilla	149,700	28.0%	1,153	3.22
Midlothian	144,500	26.1%	6,435	3.26
Glenn Heights	122,000	18.6%	3,544	3.49
Red Oak	138,500	22.1%	3,987	3.31
Oak Leaf	135,000	27.1%	415	3.15
Waxahachie	130,800	25.0%	11,554	3.22
CMSA Overall	135,841		116,320	3.25



*Your Southern Dallas News Source*



Focus Daily News • (972) 223-9175

Advertising & Promotional Rate Guide | 2016-2017



# Getting ‘In Focus’

- **IMPACT** - Focus Daily News provides impact for advertisers. Your ad will not be buried in hundreds of pages of ads Your ad will not be buried by stacked and cluttered ad-only pages. Your ad will be in a well-comed product, not an interruption.
- **REACH** - Your ad will reach people with money to buy. Residents/readers live in exclusive homes and have high incomes. Value-conscious consumers want to shop locally - Focus reaches them. Focus readers trust their newspaper, locally owned, locally produced.
- **RESULTS** - You are in business to make money - why gamble? Focus has provided 25 years of solid results for advertisers Proven Results - Proven Contract Renewals - No Free Trials Necessary You get what you pay for - Results!

## About Focus News

Focus Daily News is dedicated to the southern suburbs of Dallas supplying a combination of local news, state news, national news and opinions. Suburban citizens in the southern Dallas County and northern Ellis County area are among the most affluent in the country. They read and appreciate a media source devoted to them and have proven it by flocking to Focus Daily News advertisers. Accelerating success over the years has led to Focus News increasing publishing frequency in order to provide the freshest news

and be able to provide up-to-date advertising messages as needed by local business. Beginning as a weekly, Focus News began publishing twice weekly after the closing of the Dallas Times Herald forced a void of a newspaper southern Dallas could call it's own. Increasing demand since that time and surveys taken the summer of 1999 indicated the area demands a daily paper with fresh news and a southern suburban slant. Focus will keep the overall page count reasonable in each issue so advertiser's messages will remain prominent while still provid-

ing valuable news content to readers. We know newspaper success is directly related to advertiser success

## Rate Guide | 2016-2017

Net Frequency Rates	Daily	Sunday
Open Rate.....	\$47.00	\$51.00 per Column Inch per Issue
At Least 3 Issues .....	\$39.00	\$45.00 per Column Inch per Issue
At Least 6 Issues.....	\$37.00	\$43.00 per Column Inch per Issue
At Least 12 Issues.....	\$34.00	\$39.00 per Column Inch per Issue
At Least 24 Issues.....	\$33.00	\$35.00 per Column Inch per Issue
At Least 36 Issues.....	\$31.00	\$34.00 per Column Inch per Issue
At Least 52 Issues.....	\$30.00	\$32.00 per Column Inch per Issue

Color Rates	
Black Plus One Color .....	Ad Cost plus \$75.00
Black Plus Two Colors .....	Ad Cost plus \$100.00
Black Plus Full Color .....	Ad Cost plus \$150.00

National Commissionable Rates
Add 17% to the Above Local Rates

Pre-Printed Inserts	Full Run	Part Run
12 Times or less per year	\$70 per thousand	\$73 per thousand
13-26 Times per year	\$64 per thousand	\$70 per thousand
27-48 Times per year	\$55 per thousand	\$60 per thousand
49+ Times per year	\$50 per thousand	\$50 per thousand
10-16 Pg Std. Add \$14 to rate	18-32 Pg Std. Add \$18	34-48 Pg Std. Add \$28
Quantities less than one thousand add \$10 to rate.		

E-Edition	
Sponsorship branding .....	\$1,000.00 per month

Website	
Horizontal banner 600 X 250 pixels.....	\$400.00 per month
Vertical banner 160 X 600 pixels.....	\$250.00 per month

Special Discounts	
Same ad picked up second time in same week.....	\$4 off Inch rate
Same ad three times in same calendar week .....	\$5 off Inch rate
Same ad four times in same calendar week .....	\$6 off Inch rate
Same ad five times in same calendar week.....	\$7 off Inch rate
Same ad every day per calendar month .....	\$12 off Inch rate

(Non Performance relegates Advertiser to OPEN Rate)



## A Tough Market

It's getting harder and harder to effectively communicate with consumers about your product. And, it's not going to get any easier on a national basis. Many years ago, newspapers were the only effective way to reach citizens with advertising messages. Radio later was added as an effective method of reaching people. Radio stations began to proliferate ... there became so many it was impossible to reach enough people with any one station to communicate effectively. Television became the great communicator. There were three networks. In most markets, there were one to three stations. Businesses could reach many people by adding television to their newspaper and radio buys. Newspaper and radio buys became secondary as business made television a cornerstone of their marketing program. Over the years, there were more and more stations, and now, there are even more networks. Now satellite dishes are becoming the norm. Affluent people have literally hundreds of stations to choose from ... and do ... Resulting in it being impossible to reach any market cost effectively.

## GENERAL POLICY

Focus Daily News is a full service newspaper published for the benefit of residents and businesses in the southern Dallas County and northern Ellis County area. No charges for preferred positions are included in these rates and Focus Daily News cannot guarantee any position although every effort will be made to place advertising in accordance with advertiser wishes when received prior to proof deadline. All ads received after proof deadline will be placed on a space available basis within the newspaper. Sales personnel are not authorized to offer or accept any rates other than those printed within this card without the express approval of the publisher. Advertising running consecutively will be carried until new copy is furnished or the schedule is canceled. All orders to discontinue advertising must be in writing. Contracts signed will be binding with any non-fulfillment resulting in all advertising already run to be recharged at the applicable rate for the actual number of times advertising has run. In the event of error or non-publication of copy furnished, no liability shall exist on the part of Focus Daily News other than that no charge shall be made for copy not published, or the publication of such information at a later date at the agreed upon rate. Focus Daily News will not be liable for any damages or losses that may accrue from errors or omissions, but will upon request, supply a letter for customers detailing the error in the advertisement. Upon proof of ad by advertiser, no liability for reprint or any other liability shall be applicable. Any space reserved and left un-canceled prior to proof deadline will be billed at the normal rate for such advertising. Focus Daily News will design your advertising for publication and help in any way possible to insure the success of your advertising. It is our intent for advertising dollars invested to provide a significant return on the investment made by the advertiser. In the event design and layout has been accomplished, no other use of any part of such design or advertising may be used for any purpose without express consent of the publisher. There will be no charge for design, photography, or other layout and preparatory work for any copy run other than the cost for the ad being placed. In the event the advertisement does not run for whatever reason, a charge of \$35 per hour plus materials will be applicable for the creation of the advertising. All political advertising must contain a disclaimer as to nature and person placing and paying for ad be paid in advance and follow all local, state and national regulations.

## Mechanical Specifications

Focus Daily News is utilizing the new 50-inch web. The page size is 11.5 inches wide by 21 inches tall. All advertising exceeding 18 inches tall will be charged as full column.

### Column Widths:

1 Column	1 3/4"	2 Columns	3 3/4"
3 Columns	5 5/8"	4 Columns	7 5/8"
5 Columns	9 1/2"	6 Columns	11 1/2"

### Advertising Deadlines

Tuesday Newspaper: Friday prior, 12 pm
Wednesday Newspaper: Monday prior, 12 pm
Thursday Newspaper: Tuesday prior, 12 pm
Friday Newspaper: Wednesday prior, 12 pm
Sunday Newspaper: Thursday prior, 12 pm

### Special Days / Pages / Features

Thursday - Automotive, Lifestyles. Wednesday - Business. Sunday - Lifestyles, Travel. Bridal, Back to School, Readers Choice. Father's Day, Mother's Day, High School Football Preview, Valentine's Day Gift Guide, Summertime Fun.

## Population & Demographics

### Official Newspaper of Record for Cedar Hill • DeSoto • Duncanville Glenn Heights • Lancaster

Serving Affluent Southern Metroplex Suburbs  
DeSoto • Cedar Hill • Duncanville • Grand Prairie • Lancaster  
Glenn Heights • Ovilla • Pecan Hill • Red Oak • Waxahachie  
Oak Leaf • Rockett • Southern Dallas & Northern Ellis County

Focus Daily News Answers Your Needs

## COMMISSIONS & CASH DISCOUNTS

The rates supplied in this rate guide are net to Focus Daily News. Recognized Advertising Agencies may add 17% to these rates to arrive at our National Commissionable Rates. Terms for payment of all invoices are payment in full with proof unless a credit application has been returned and approved prior to publication date. Payment terms on approved credit are net upon submission of invoice, which will occur either monthly or at the completion of a particular flight of advertising. Any balances remaining due after 30 days following the date of invoice will accrue interest charges of one and one-half percent per month. Accounts not paying in full within 60 days of the date of the original invoice will be turned over to legal services for collection with all collection fees becoming due and payable as well as the invoice amount and a 10% penalty.

## Contact Us Focus Daily News

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## Did You Know ...

- One-Fourth of Adults check advertising daily for things they want to buy and half check at least weekly.
- 63% of consumers name newspapers as their primary source for advertising or shopping information in general
- 67% of adults regularly read newspaper ads and nine of ten consumers say they read them at least occasionally.
- When thinking about planning recent shopping, 60% of adults say they used newspapers in the past week for that purpose.
- High percentages of Hispanics (56%) cite newspapers as the medium they use MOST to check advertising.
- African-Americans use newspapers to shop as well, with 57% reporting they regularly use newspaper inserts for shopping.
- Newspaper advertising usage is especially significant with 25-34 year olds, and increases with age.
- More consumers use newspaper inserts than preprints delivered by Direct Mail. 70% of adults use newspapers to plan shopping while only 51% plan from mail received.
- African-Americans and Hispanic-origin readers are above average in checking newspaper inserts.
- Most readers keep Sunday inserts for at least a few days, with 95% holding them more than one day, 79% two days, and 62% three days. 27% still have their inserts after a full week.
- By a 63% to 25% margin consumers prefer preprint delivery with newspapers rather than by direct mail. Consumers with higher household income have an even stronger (75% to 16%) preference for newspapers.
- 7 of every 10 adults check in-paper ads regularly or occasionally. Only 9% of people say they never do.
- African-Americans are above average in ROP (run-of-paper) readership, with 79% checking regularly or occasionally.
- Nearly 2/3 of consumers (63%) use newspapers most of the time when checking for advertising. Direct mail falls at 11%, while the internet has 8% and television has 7%. All other media had 5% or less. Newspapers 63.0%  
Direct Mail 11.0%  
Internet 8.0%  
Television 7.0%  
Magazines 5.0%  
Yellow Pages 2.0%  
Radio 1.0%  
Billboards Less than 1%

Source: Newspaper Association of America © 2002