

# 2020 MEDIA KIT



SERVING SUBURBAN DALLAS SINCE 1987 ©

**PRINT | ONLINE | eEdition**

# GETTING IN FOCUS

IMPACT - ***Focus Daily News*** provides impact for advertisers. As the ONLY newspaper dedicated to covering twelve Dallas suburbs we have proven to be the best way to reach value-conscious residents. Best Buy, Bealls, Conn's CVW, Dollar Stores, Dick's Sporting Goods, Home Depot, Michaels, J C Penney, Office Depot, Sears, Target, Toys R Us and Walgreens are only some of the retailers that have renewed 52-Week contracts with Daily News for past decades.

Prominent weekly grocery experts Valassis and News America continue to provide additional hundreds of dollars of value to readers every Sunday with coupons for virtually every item families need in their homes.

Your advertising will focus on people with money to buy. The median age of homeowners in the suburban communities we cover ranges from 32 to 41 years of age.

Median family incomes of people in our communities are all significantly over the average income of residents of the overall CMSA. Demographics show that residents are predominately white-collar with high percentages of college graduates owning two or more vehicles.

FDN | FOCUS  
DAILY

Volume 28 • Issue No. 133

FDN | FOCUS  
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DAILY  
NEWS

SERVING SUBURBAN DALLAS SINCE 1987

Volume 28 • Issue No. 133

Sunday, August 7, 2016

\$1.00 PER ISSUE

DCHHS REPORTS 15TH  
AND 16TH HUMAN  
CASES OF WEST NILE

Dallas County Health and Human Services (DCHHS) has confirmed a 15th and 16th human case of West Nile infection in Dallas County for the 2016 season. The 15th patient is a resident of the 75062 zip code of Irving. The 16th patient resides in the 75150 zip code of Mesquite. Both residents were diagnosed with West Nile Neuroinvasive Disease. For medical confidentiality and personal privacy reasons, DCHHS does not provide additional identifying information.

"Our mosquito surveillance program and the county and municipal abatement teams are taking appropriate actions to ensure the safety of our residents. However, it is important for residents to take the necessary precautions," said Zachary Thompson, DCHHS director.

DALLAS LAWYERS  
ANSWER LEGAL  
QUESTIONS - FREE!

Volunteer attorneys will answer legal questions at no cost from 5:30 p.m. to 8 p.m. on Wednesday, August 10, and Wednesday, August 17, via LegalLine, a call-in program sponsored by the Dallas Bar Association.

LegalLine is a community service for DFW-area residents, provided the second and third Wednesdays of each month. On these designated nights, anonymous lawyers are available to answer questions in many law-related areas ranging from divorce and child support matters, to wills, insurance, employment and criminal law matters.

Residents needing assistance should call LegalLine at (214) 220-7476 from 5:30 p.m. to 8 p.m. on Wednesday, August 10, or August 17.

Individuals may also receive referrals to local, legal, or social service agencies. LegalLine volunteer attorneys typically answer between 50 and 90 calls each night.

The Dallas Bar Association is a professional, voluntary organization of more than 11,000 Dallas-area attorneys. Find out more at [www.dablawbar.org](http://www.dablawbar.org).

GET MORE LOCAL  
NEWS, ISSUES, EVENTS,  
PHOTOS ONLINE AT

SPORTS

Spence Jr. Continues  
Road To World Title

DeSoto boxer  
to face off  
against Italian  
Champ Aug. 21

BY JOSHUA C. JOHNSON  
From Daily News  
[editor@focusdailynews.com](mailto:editor@focusdailynews.com)

DESOTO—Home grown Olympian turned professional boxer Errol Spence Jr. has the boxing world abuzz with his upcoming Coney Island bantam against two-time European welterweight champion Leonard Bundu on August 21. Should Spence (20-0, 17KOs) win this fight against

Italy's Bundu (33-1-2, 12 KOs), as he's expected to, he'll become the mandatory challenger for the winner of Kell Brook-Jessie Vargas who will unify world titles this September.

Spence, 26, is most recently coming off a savage bout down of Chris Algieri in April, in a fight where he knocked out Algieri in five rounds. That fight left little doubt that Spence was no longer a prospect and ready to vie for a world title.

SEE SPENCE ... PAGE 5A

# FDN

1337 Marilyn Ave  
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www.focusdailynews.com

## FDN

FOCUS DAILY

## FDN

FOCUS DAILY NEWS

SERVING SUBURBAN DALLAS SINCE 1987

Volume 28 • Issue No. 128 Sunday, July 31, 2016 \$1.00 PER ISSUE

**TEXAS PREPAID TUITION PROGRAM ENROLLMENT DEADLINE APPROACHES**

The deadline is July 31 for Texas families to enroll their newborns in the Texas Tuition Promise Fund and prepare for all or some future tuition and school-wide required fees at Texas public colleges and universities. Newborns are children younger than one year at the time of enrollment.

Under the Texas Tuition Promise Fund, the state's prepaid college tuition program, participants can purchase tuition units and lock in costs based on today's prices.

"For Texas families concerned about rising tuition costs, now is a good time to start planning early and consider enrolling your newborn in this program," Texas Comptroller Glenn Hegar said.

Enrollment at 2015-16 prices closed Feb. 29 for children older than one. The next annual enrollment period begins on Sept. 1 and is based on Texas public college and university tuition and school-wide required fees for the 2016-17 school year.

Complete plan information, including plan description and agreement, current prices, enrollment forms and more is available online at [TuitionPromise.org](http://TuitionPromise.org), or by calling 1-800-445-GRAD (4723), Option 5.

Purchasers should carefully consider the risks, administrative fees, service and other charges and expenses associated with the contracts, including plan termination and decreased transfer or refund value. Purchasers should read these documents carefully before purchasing a contract. Participation in the plan does not guarantee admission to any college or university.

**Glenn Heights Fire Dept. Dedicates New Ambulance**



Glenn Heights Mayor Leon Tate and Fire Chief Eddie Burns say that the new ambulance is just the first of many safety improvements.

BY RITA COOK  
Focus Daily News  
rcook33@earthlink.net

GLENN HEIGHTS—The City of Glenn Heights added a new ambulance to its Fire Department roster this week with a dedication so residents and city council members alike could come out and welcome the new piece of equipment.

Glenn Heights Fire Chief Eddie Burns said the ambulance, a line item in this fiscal year's budget, cost the city \$167,000.

"A new ambulance coupled with our existing ambulance not only decrease a commitment to our fire fighters, but also it provides assistance to our citizens that professional emergency assistance is on the way - so neither who dial 9-1-1," said Glenn Heights Mayor Leon Tate.

Burns said the old ambulance had almost come to the end of its shelf life, but will remain as a reserve piece of equipment in the city for the next three to five years.

Burns expected to, he'll be the winner of Kell world since this September off a savings beat he where he knocked with little doubt that he's ready to vie for a

SEE AMBULANCE ... PAGE 5A

**METHODIST CHARLTON MEMBER APPRECIATION LUNCHEON**

Member Appreciation During opening remarks, we will introduce our newest members. We will also thank our Ambassadors, our biggest investors and our long-time members.

Program: Methodist Charlton's CEO Fran Luskaitis will introduce their newest team members and host a panel discussion on the latest medical advances available in our area.

TICKETS / SPONSOR DETAILS

**DeSoto Town Hall encourages**

**DCEDC awards \$75K grant to RPG Capital**

## A TOUGH MARKET

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 then became the great communicator. There were three networks. In most markets, there were one to three stations. Television became the most effective way to reach consumers with newspapers and radio becoming secondary.

Today effective marketing involves a combination of many types of communication. The internet and social media have joined traditional methods of advertising. Marketing has now come full circle. Major newspapers are not close enough to the people. Many people still are not fully conversant in using the world wide web. Hundreds of television choices mean fragmentation is great and local targeting is nearly impossible.

There remains ONE constant. Local Newspapers. They still are the pulse of the community. Families with children still want to know what is going on in THEIR local school. They want to know what zoning issues affect THEIR community. They want to know how local taxes will affect THEM personally. There is still only ONE way to reach these people - THE local newspaper. In the southern Dallas market there is only ONE - **FOCUS DAILY NEWS**.



**FDN FOCUS DAILY NEWS**  
SERVING SUBURBAN DALLAS SINCE 1987

Volume 26 • Issue No. 123 Friday, July 22, 2016 \$1.00 PER ISSUE

**TEXAS PREPAID TUITION ENROLLMENT DEADLINE APPROACHES**

**Giddings Named Chair Of TX Legislative Black Caucus**

BY JOSHUA C. JOHNSON  
Focus Daily News  
editor@focusdailynews.com

DESOTO—A number of new officers were named to the Texas Legislative Black Caucus leadership on this week. Chief among them was the election of State Representative Helen Giddings, D-DeSoto, as chairperson.

"I am honored to have the confidence of my fellow African American legislators to lead the Texas Legislative Black Caucus during this critical time for our state," said Giddings. "The talents and skills of every member of the TLBC will be utilized to develop an agenda that builds on past successes and confronts the challenges of today."

New serving her 11th term Representative Helen Giddings serves the cities of House District 109: Dallas, DeSoto, Cedar Hill, Glenn Heights, Hutchins, Lancaster, Wilmer, as well as part of Duncanville. Giddings has a longstanding reputation as being an ardent education and business advocate, and recently lost her concern over the recently overturned Texas Voter ID law. The statute was struck down by the 5th Circuit Court of Appeals Wednesday.

"Today is a great day for Texas voters and Texas families. The 5th Circuit Court of Appeals has affirmed that Texas' Voter ID law places an unfair and unconstitutional barrier to our democracy," Rep. Giddings said.

Complete plan information, including plan description and agreement, current prices, enrollment forms and more is available online at [TuitionPrepaid.org](http://TuitionPrepaid.org), or by calling 1-800-445-GRAD (4723), Option 5. Purchasers should carefully consider the risks, administrative fees, service and other charges and expenses associated with the contract, including plan termination and decreased transfer or refund value. Purchasers should read these documents carefully before purchasing a contract. Participation in the plan does not guarantee admission to any college or university.

**PEOPLE IN THE NEWS**

**DeSoto Eaglettes Earn Camp Title**

DESOTO—The Eaglettes attended Halliwell Entertainment Summer Camp July 4th-9th. At this summer camp the DWS Eaglettes earned Most Spirited Team as well as Most Valuable Team. Ten members were selected and inducted into the HTE Dance and Kick Academy – the top honor at camp. With all officers earning the award.

**Get your Best Southwest News On The Go**

## 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.
- 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.
- 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 fails at 11%, while the internet has 8% and television has 7%. All other media had 5% or less.

Source: Newspaper Association of America



# 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 rates other than those printed within this card without the approval.

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.





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# 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.



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# READERSHIP

**Official Newspaper of Record for**  
Cedar Hill • DeSoto • Duncanville • Glenn Heights  
Lancaster and Hutchins, Texas

## Serving Affluent Dallas Ft-Worth Suburbs

DeSoto • Cedar Hill • Duncanville • Grand Prairie • Lancaster  
Glenn Heights • Ovilla • Pecan Hill • Red Oak • Waxahachie  
Midlothian • Mansfield • Oak Leaf • Rockett • Southern Dallas  
and Northern Ellis County

## On-Line Availability of Entire Run-of-Press Newspaper

Consumers can now access the entire newspaper online by simply going to [www.focusdailynews.com](http://www.focusdailynews.com) and view and or print any individual issue of the newspaper for only \$1.00 or subscribe to the entire Run-of-Press newspaper for only \$10.00 per month or \$50.00 annually paid in advance through the website.





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# EDITORIAL CALENDAR

## 2020 Special Sections

Progress/New Business  
Gameday/Super Bowl  
Valentine's Day  
Spring Bridal  
Easter  
Summer Fun  
Graduation  
Mother's Day  
Readers Choice Awards  
Father's Day  
Independence Day  
High School Football Preview  
Back To School  
Fall Bridal  
Fall/Halloween Happenings  
SEMA Show Preview  
Election Day  
Veteran's Day  
Texas Truck Rodeo  
Christmas Seasonal





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# ADVERTISING RATES

## Net Frequency Rates

	Daily	Sunday
Open Rate	\$52.00	\$57.00 per Column Inch per Issue
At Least 3 Issues	\$46.00	\$50.00 per Column Inch per Issue
At Least 6 Issues	\$44.00	\$48.00 per Column Inch per Issue
At Least 12 Issues	\$40.00	\$47.00 per Column Inch per Issue
At Least 24 Issues	\$37.00	\$41.00 per Column Inch per Issue
At Least 36 Issues	\$35.00	\$39.00 per Column Inch per Issue
At Least 52 Issues	\$34.00	\$36.00 per Column Inch per Issue

## Color Rates

Black Plus One Color	Ad Cost plus \$100.00
Black Plus Two Colors	Ad Cost plus \$150.00
Black Plus Full Color	Ad Cost plus \$200.00

## Pre-Printed Inserts

12 Times or less per year	\$75 per thousand	\$80 per thousand
13-26 Times per year	\$70 per thousand	\$75 per thousand
27-48 Times per year	\$60 per thousand	\$65 per thousand
49+ Times per year	\$50 per thousand	\$60 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.		

## National Commissionable Rates

Add 17% to the Above Local Rates

## E-Edition

Sponsorship branding \$1,000.00 per month

## Web Site

Horizontal banner \$400.00 per month  
600 X 250 pixels.

Vertical banner \$250.00 per month  
160 X 600 pixels

## Special Discounts

Ad picked up second time in week.  
\$4 off Inch rate

Ad picked up three times in week  
\$5 off Inch rate

Ad picked up four times in week  
\$6 off Inch rate

Ad picked up four times in week  
\$7 off Inch rate

Ad picked up every day per month  
\$12 off Inch rate

(Non Performance relegates Advertiser to OPEN Rate)



# MECHANICAL SPECIFICATIONS

Focus Daily News is utilizing the 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 3/8"
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



# FNDN

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## CONTACT US

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### Web Site

[www.FocusDailyNews.com](http://www.FocusDailyNews.com)

### AP-Adsend/Dubsat ID

TXDFN