

2024

MEDIA KIT

The Dallas Morning News

medium
giant

The Dallas Morning News

We've been here since 1842.

Media has changed dramatically since then, but our mission to serve both our readers and advertising partners remains the same. We still aspire to **strengthen the community** through quality journalism and **help local businesses grow** through innovative marketing solutions.

We provide news and information that helps North Texans live better lives and become better citizens – including advertising content that serves as a **valuable resource** when they are making purchasing decisions.

That's why our members are willing to pay a premium price for access to our content and why being **aligned with our brand** is a powerful way to **share your own story**.

Our audience continues to grow, comprising the **most educated, influential and affluent people in North Texas**. Let's talk about how we can help you reach them.

OUR REACH

We have been delivering credible, trustworthy local news coverage for nearly two centuries. As the No. 1 news source in North Texas, we reach 1.31 million people every week through our print and digital products.

We've picked up a few Pulitzer Prizes along the way, too.

1986 Pulitzer Prize for National Reporting

1989 Pulitzer Prize for Explanatory Journalism

1991 Pulitzer Prize for Feature Photography

1992 Pulitzer Prize for Investigative Reporting

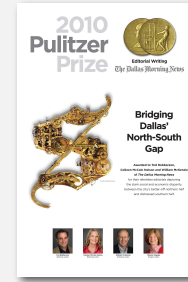
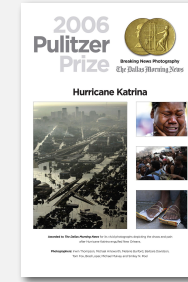
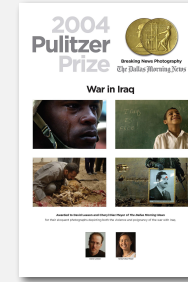
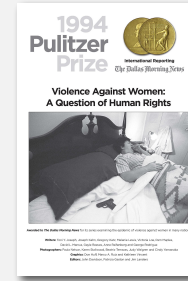
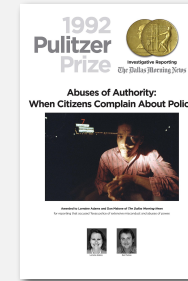
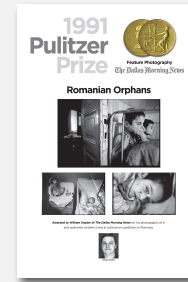
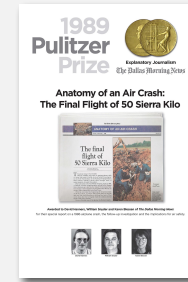
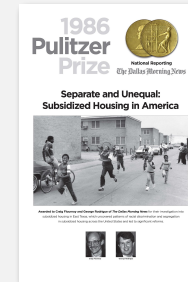
1993 Pulitzer Prize for Spot News Photography

1994 Pulitzer Prize for International Reporting

2004 Pulitzer Prize for Breaking News Photography

2006 Pulitzer Prize for Breaking News Photography

2010 Pulitzer Prize for Editorial Writing



The Dallas Morning News

OUR AUDIENCE

We have several ways to reach your target audience.



The Dallas Morning News Print

More than 400K daily readership and 500K Sunday readership. Sunday includes standalone **Sunday Real Estate, Arts & Life, and Business** sections



DallasNews.com

Online news reaching an average of 175K to 200K readers every day. Audiences can be targeted by content or by metrics like **net worth, job title, and more**



ePaper Edition

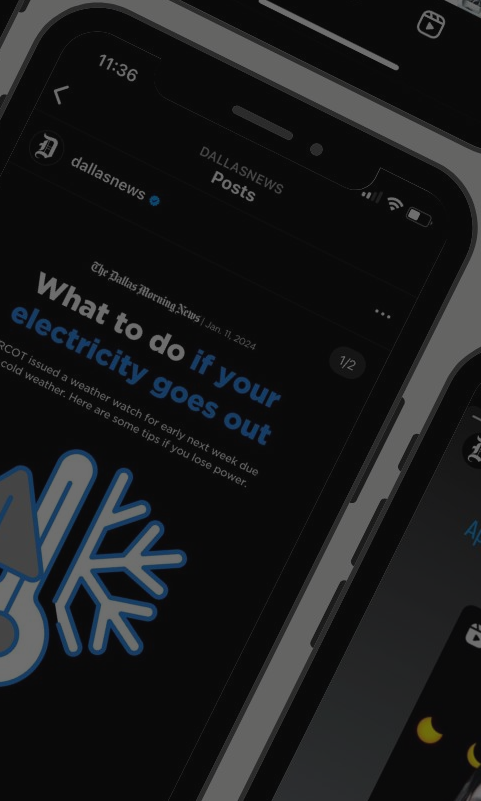
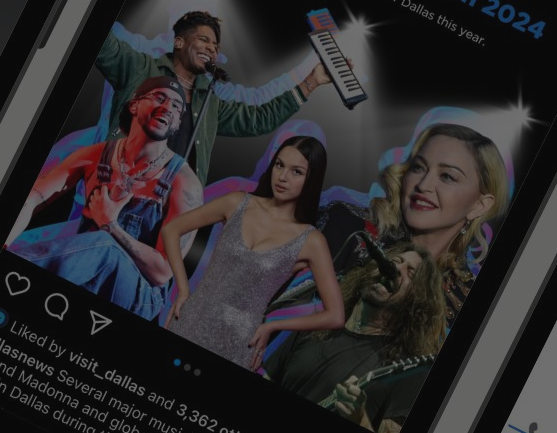
Digital replica with unduplicated readership average of 89K per day — the most affluent of all audiences. **The average age of readership is 50 with an average net worth that exceeds \$830K.**

DallasNews.com + Apps + Email + Social

The Dallas Morning News

OUR DIGITAL PRODUCTS

Reach + Audience Highlights



DALLASNEWS.COM DIGITAL REACH



5.9M+

Total Page Views (Average Four-Week Period)

5.3M+

Total Users (Average Four-Week Period)



0:57

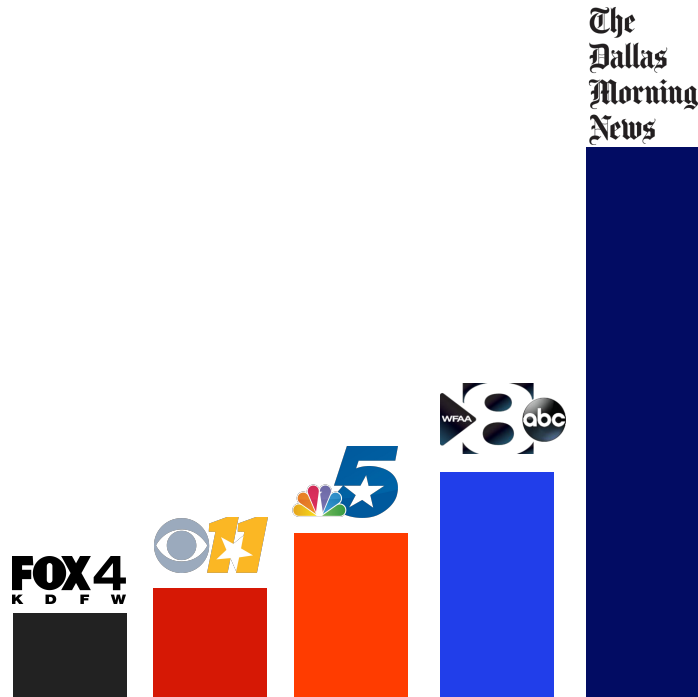
Average Time on Site Per Visit



1.73M+

Social Media Followers
(Facebook, X, Instagram, TikTok)

DallasNews.com monthly visits outpaces every local TV website's visits, combined.



11.57M DallasNews.com monthly visits

4.394M WFAA.com monthly visits

2.804M NBCDFW.com monthly visits

1.879M DFW.CBSLOCAL.com monthly visits

1.801M FOX4NEWS.com monthly visits

DIGITAL AUDIENCE - DALLASNEWS.COM & APPS



44

Average Age



66%

25-54 Years Old



50% | 50%

Female/Male



\$624K+

Average Net Worth
(53% have HHI of \$100K+)



32%

More Likely to Earn
\$250K+ HHI Annually



77%

College Graduates or
Some College



64%

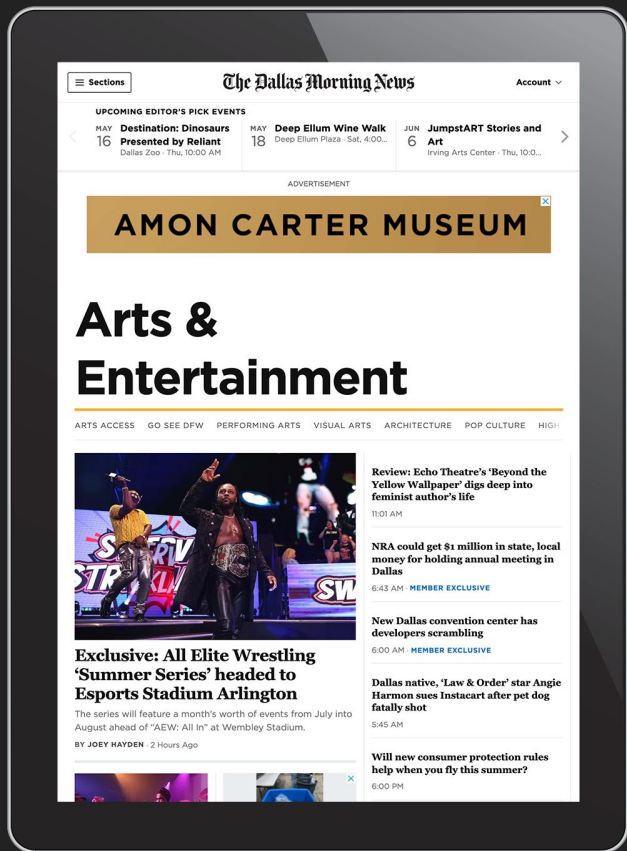
Homeowners



47%

Management, Business, Finance
or Professional Occupation





CONTENT AND AUDIENCE HIGHLIGHTS: ARTS & ENTERTAINMENT

EDITORIAL COVERAGE

BEST BETS

Top picks to see and do

DINING

Restaurant reviews

THINGS TO DO

Editors' picks, family fun, festivals, museums and exhibits

MOVIES

Movie reviews

PERFORMING ARTS

Dance, music and theater

AUDIENCE HIGHLIGHTS

\$90,878

Average income (95% more likely to earn \$150K+ than overall market)

102%

More likely to enjoy museums and performing arts than overall market

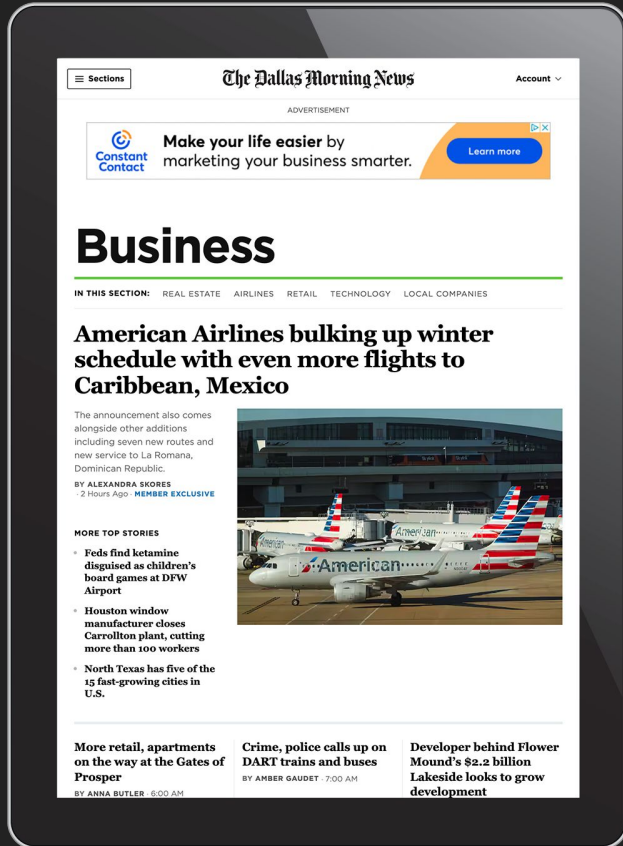
219%

More likely to take an active vacation (walking tour, biking) than overall market

79%

More likely to value a life full of excitement, novelties, and challenges than overall market

CONTENT AND AUDIENCE HIGHLIGHTS: BUSINESS



EDITORIAL COVERAGE

Consumer, employment and retail trends

Entrepreneurs

Industry news

Personal finance

Personal technology

Real estate

Business, company and product trends

AUDIENCE HIGHLIGHTS

\$102,887

Average income (178% more likely to earn \$150K+ than overall market)

41%

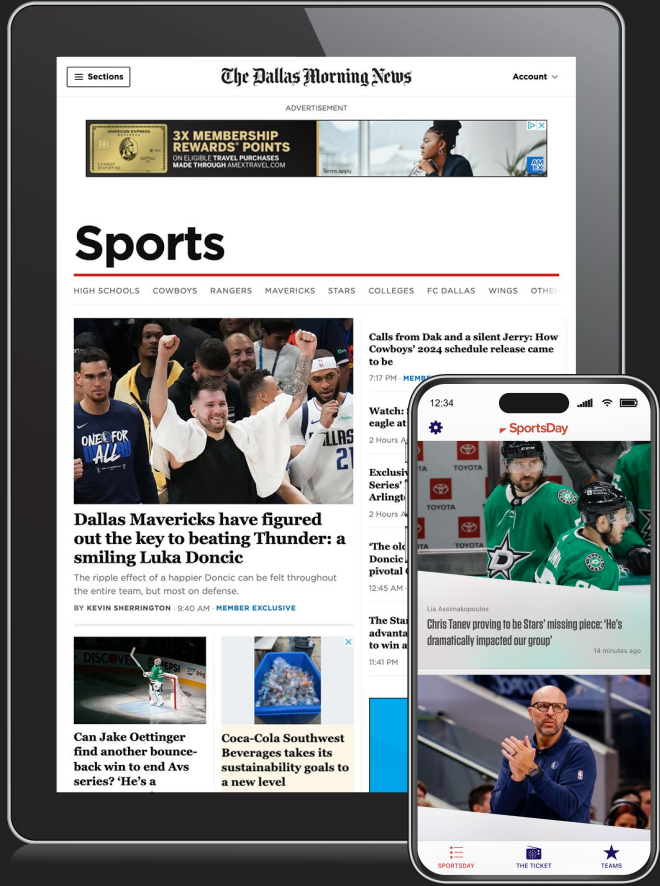
More likely to spend 40+ hours online every week than the overall market

315%

More likely to be involved in stock trading than overall market

126%

More likely to value acquiring wealth and influence than overall market



CONTENT AND AUDIENCE HIGHLIGHTS: SPORTS

EDITORIAL COVERAGE

Local major league sports

Local college sports

Local high school sports

Local sports commentary

SportsDay Talk App

Average Monthly Users: 50.2K+

Average Monthly Views: 2.9M+

Avg. Daily Users (Weekday): 30K+

Avg. Daily Views (Weekday): 113.4K+

AUDIENCE HIGHLIGHTS

\$102,846

Average income (150% more likely to earn \$150K+ than overall market)

762%

More likely to spend time competing on a sports team than overall market

593%

More likely to play golf than the overall market

76%

Are male

Print + ePaper

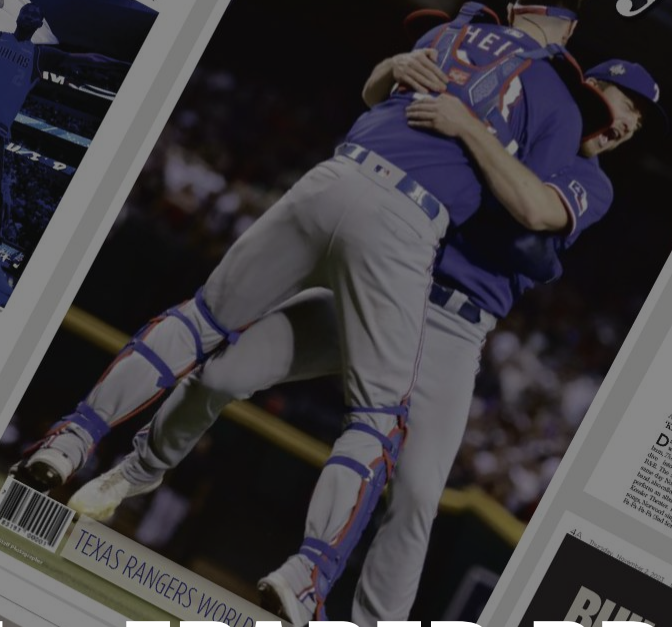
The Dallas Morning News

OUR PRINT + EPAPER PRODUCTS Reach + Audience Highlights

Monthly!

DallasMorningNews.com

month
Photographers' favorite images from January



TEXAS RANGERS WORLD SERIES CHAMPIONS



For the full collection, visit [instagram.com/dallasnews](https://www.instagram.com/dallasnews)



PHOTOGRAPHY



THINK PIECES



A Dallas singer's 'Korean American legacy'

Dallas singer's 'Korean American legacy'

Just to be on the safe side, I've had to be very cautious about what I say and do. It's been a constant reminder that I'm representing a community.



OUR PRINT READERSHIP INCLUDING EPAPER

419,171

Average Daily Print Readers (Including ePaper)

511,154

Average Sunday Print Readers (including ePaper)

21% MORE READERSHIP THAN TV

Our SUNDAY readership is 21% greater than the average cumulative viewership of the top local TV station's 10 P.M. local news (WFAA 8).

Source: Scarborough 2024, D-FW Release 1



PRINT AUDIENCE: DAILY PAPER



56

Average Age



35%

25-54 Years Old



55% | 45%

Female/Male



\$665K+

Average Net Worth



33%

Earn \$100K+ Annually



65%

College Graduates or Some College



50%

Employed Full-Time or Part-Time



67%

Homeowners

Source: Scarborough 2024, D-FW Release 1

PRINT AUDIENCE: DAILY EPAPER



45

Average Age



59%

25-54 Years Old



29% | 71%

Female/Male



\$989K+

Average Net Worth
(69% have HHI of \$100K+)



302%

More Likely to Earn
\$250K+ Annually Than
Overall Market



94%

College Graduates or Some
College



84%

Employed Full-Time or
Part-Time



84%

Homeowners

PRINT AUDIENCE: SUNDAY



57

Average Age



30%

25-54 Years Old



57% | 43%

Female/Male



\$602K+

Average Net Worth



35%

Earn \$100K+ Annually



62%

College Graduates or Some College



49%

Employed Full-Time or Part-Time



69%

Homeowners

PRINT AUDIENCE: SUNDAY EPAPER



50

Average Age



69%

25-54 Years Old



30% | 70%

Female/Male



\$921K+

Average Net Worth
(75% have HHI of \$100K+)



420%

More Likely To Earn
\$250K+ Annually



84%

College Graduates or Some
College



84%

Employed Full-Time or
Part-Time



86%

Homeowners

Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: MAIN

EDITORIAL COVERAGE

Breaking news

Timely stories

Latest North Texas headlines

AUDIENCE HIGHLIGHTS

135%

More likely to regularly look at Main/Front page than local overall market (ePaper)

57%

Regularly look at Main/Front page (print)

98% more likely than the local market

55%

More likely to be Business Decision Makers than overall local market (ePaper)

Source: Scarborough 2024, D-FW Release 1





Metro is a standalone section on Sunday and Monday. Metro is combined with the Business section Tuesday - Saturday.

Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: METRO

EDITORIAL COVERAGE

Crime

Education

Local, state, national and world news

Local, state, national and world politics

Weather

Obituaries

AUDIENCE HIGHLIGHTS

93%

Always or sometimes vote in local elections (ePaper)

37% more likely than the local market

94%

Have contributed to social care, religious, or political organizations in the past 12 months (ePaper)

212% more likely than the local market

35%

Have used a tax preparation service in the past 12 months (print)

Source: Scarborough 2024, D-FW Release 1

Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: BUSINESS

EDITORIAL COVERAGE

Consumer, employment and retail trends

Entrepreneurs

Industry news

Personal finance

Personal technology

Real estate

Business, company and product trends

AUDIENCE HIGHLIGHTS

54%

More like to have used a stockbroker in last 12 mos. than overall market (print)

40%

Live in a household that uses online banking (ePaper)

36% more likely than overall market

31%

Have used an accountant in last 12 mos. (ePaper)

217% more likely than overall market

37%

Have contributed money to educational or academic org during last 12 mos. (ePaper)

202% more likely than overall market



The Business section is combined with the Metro section Tuesday - Saturday. It's a standalone section on Sunday and does not print on Monday.



Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: SPORTS

EDITORIAL COVERAGE

- Local major league sports
- Local college sports
- Local high school sports
- Local sports commentary

AUDIENCE HIGHLIGHTS

- 56% Have shopped at a sporting goods store in-person or online during the past three months (ePaper)
- 21% More likely to take a gambling or casino vacation during the next 12 mos. (print)

AUDIENCE HIGHLIGHTS

- 56% More likely to be very interested in NFL than overall market (ePaper)
- 51% More likely to be very interested in MLB than overall market (print)
- 66% More likely to have attended a Rangers, game in last 12 mos. than overall market (ePaper)
- 30% Have attended a high-school football game or sporting event during last 12 mos. (ePaper)

Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: ARTS & LIFE

EDITORIAL COVERAGE

Sunday

The Sunday edition of Arts & Life is the flagship print section combining arts, books, travel and personality profiles.

Additional content also regularly includes culinary tips, recipes and cocktails, author interviews, and ideas for holiday and everyday entertaining.

AUDIENCE HIGHLIGHTS

119%

More likely to have attended a live theater performance in last 12 mos. (ePaper)

49%

Attended any paid ticket music concert during last 12 mos. (ePaper)

190% more likely than overall market

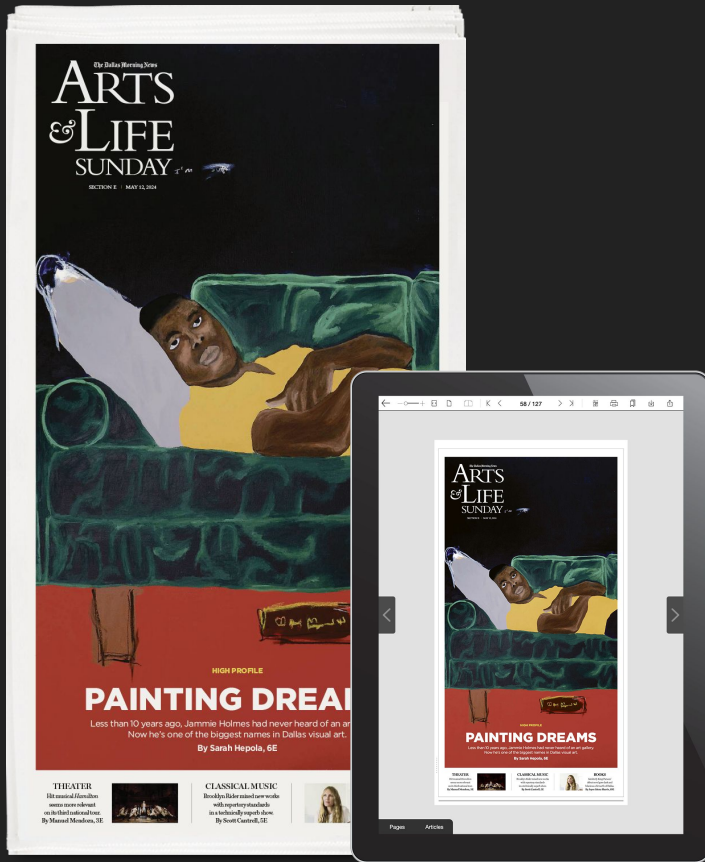
72%

More likely to have attended an opera or symphony in last 12 mos. (print)

21%

Made a contribution to an arts or cultural organization during last 12 mos. (ePaper)

169% more likely than overall market



Art & Life's is a standalone section on Sunday.



High Profile

SOME KIND OF MISCHIEF

The Starck Club: Memories of ecstasy, lifelong friendships and what went down in those famously large bathrooms

By SARAH HEPOLA
@SARAHHEPOLA

The Starck Club was founded for a city still shaking off its reputation as the home of J.R. Ewing. A warehouse in the West End designed by French architect Philippe Starck, the place came to define the decade mid-'80s before AIDS struck and became illegal. Its resurgence of the sold-out Starck Club 40th Anniversary Reunion today at the Kessler, we spoke to two people who were there, captured in this photo from 1987.



Starck Club doorman George D. outside the club on a rainy Star

George Baum, 21 (now 58)

I was one of the first straight guys to wicket the door. I was dating a sorority, but every night was a secret all-boys. I'd get pocketfuls of paper with pins on it. I'd give to a boy who'd be in New England, and I'd see girls voting in record stores, but nothing like it. It was the greatest thing that ever happened to me.

We had a downstairs room that opened up on 5th and when the club's doors, and people entered through the on the outside. The starvel was open but the regulars to open it, so these days I'd be regulars, not probably me.

There were drugs in the club, but probably every club in the '80s, but wasn't a free for all. People would go outside on a table, and they'd get kicked out. But there were bathrooms with the classic style. You could have a party there. I'd see people have sex in the bathroom. I mean, it was a very intimate place, and we were all young and did have gay scenes. Sex was at the top of everyone's mind.

I remember Cheryl. She was part of a mental group I had sex. I think she was in a friend's party. She did nothing, no screaming, but I have no idea what I heard all kinds of things.

I worked at Starck until it closed in 1990. It wasn't making the money it had and was replaced by a terrible building called DVS. I worked for them, but I had to ask my boss to let me go. We're these comp cards to give to women, a third grade woman on a scale of 10 a year based on the, which was being even then. Luckily, they shut down when they opened.

Starck was just an exceptional club, the philosophy, the people, the music, the creativity of the people. I've never seen anything like it.

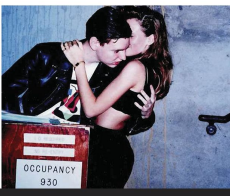
High Profile

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Print + ePaper

CONTENT + AUDIENCE HIGHLIGHTS: HIGH PROFILE

EDITORIAL COVERAGE

Sunday

High Profile appears in the Sunday edition of Arts & Life, taking inspiration from the High Profile section originally published from 1981 to 2005.

This new beat is focused on Dallas' big personalities, its lively scenes and the insider stories that get people talking.

Our modern take on High Profile is anchored by staff writer Sarah Hepola,

AUDIENCE HIGHLIGHTS

\$921K+

Average net worth (ePaper)

9,800% more than the overall market

82%

Are philanthropists (ePaper)

73%

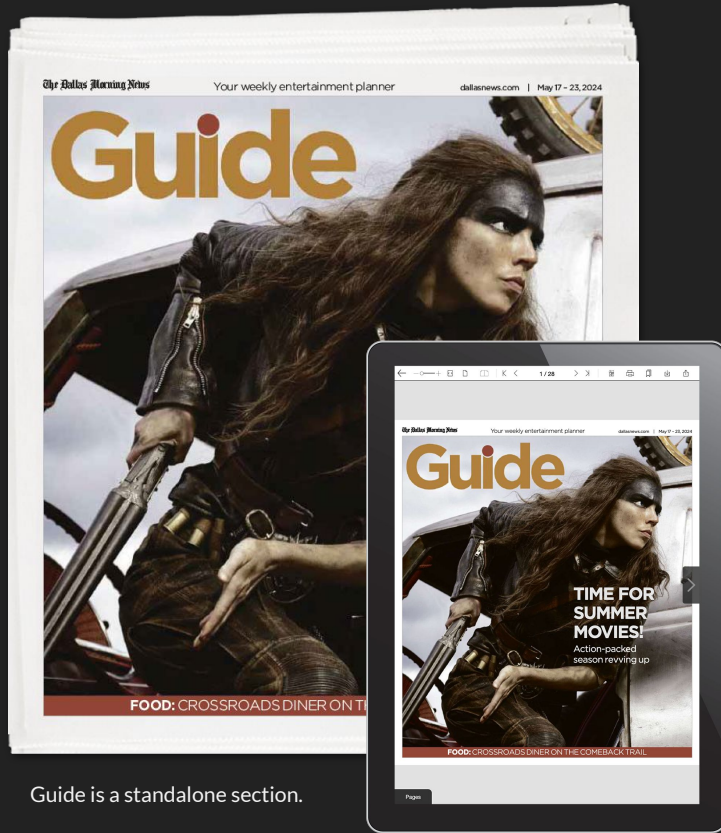
Are charitable donors (print)

21%

Made a contribution to an arts or cultural organization during last 12 mos. (ePaper)

169% more likely than overall market

CONTENT AND AUDIENCE HIGHLIGHTS: GUIDE



Guide is a standalone section.

EDITORIAL COVERAGE

FRIDAY

BEST BETS

Top picks to see and do

DINING

Restaurant reviews

THINGS TO DO

Editors' picks, family fun, festivals, museums and exhibits

MOVIES

Movie reviews

PERFORMING ARTS

Dance, music and theater

AUDIENCE HIGHLIGHTS

41%

More likely than overall market to have dined at an upscale restaurant during the past 30 days (print)

52%

Consider themselves movie buffs (ePaper)

52% more likely than overall market

40%

Lead and value an active lifestyle (ePaper)

128% more likely than overall market

57%

Plan to take a family vacation during the next 12 months (ePaper)

22% more likely than overall market

Source: Scarborough 2024, D-FW Release 1



The Dallas Morning News

OUR CAPABILITIES

Targeted Opportunities to Reach Your Audiences

11 Dallas concerts you don't want to miss in 2024
Big names are bound for Dallas this year.

Liked by visit_dallas and 3,362 others
dallasnews Several major musicians, including pop legend Madonna and global superstar Bad Bunny, will stop in Dallas during the first part of 2024... more

The Dallas Morning News
613K followers · 246 following
The official Dallas Morning News page.
Send a tip: <http://dallasnews.com/newstips>
Sign Up

Posts About Follow
Videos More

Details
Page · Media/news company
The Dallas Morning News Inc is responsible for this Page.
+1 214-977-8222

What to do if your electricity goes out
ERCOT issued a weather watch for early next week, due to cold weather. Here are some tips if you lose power.

Liked by tdl_foundation
dallasnews A hard fro record-breaking power meteorologists

The Dallas Morning News

**OUR AUDIENCE.
YOUR CUSTOMERS.**

Both the media landscape and the way customers consume information have evolved. **Our capabilities have, too.** We've expanded our portfolio beyond traditional advertising with a suite of highly targeted digital products. Plus, our in-house strategy team and product experts use a data-driven approach to recommend the right media mix and targeting strategies to reach your audiences **wherever they are.**

Print

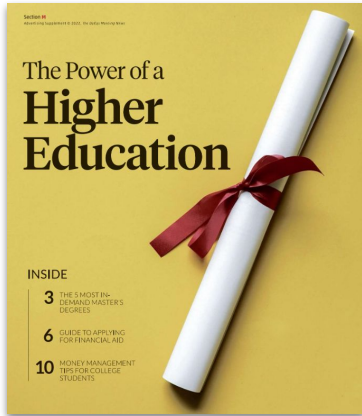
- ✓ Advertising
- ✓ Direct marketing
- ✓ Special sections and custom publications

Digital

- ✓ Display advertising
- ✓ Social media advertising
- ✓ Native advertising
- ✓ Email marketing
- ✓ In-article and pre-roll video

In addition to *The Dallas Morning News* print and digital solutions, we offer a full suite of marketing, media and creative capabilities through our marketing consultancy, Medium Giant.

SPECIAL SECTIONS + CUSTOM PUBLICATIONS



Overview

Special sections and custom publications are designed to increase brand reach to niche audiences. Both are developed with content experts to reach your ideal target audiences. **Special sections publish in the print edition and the ePaper.**

February

Little Elm

March

Timeless in Texas
ARTing Around D-FW
Rangers Preview
Solar Eclipse

April

Guide to Charter Schools
Parents' Guide to Summer
Texas Golf

June

Timeless in Texas

July

MLB All-Star Game
Texas Wine

August

Luxury Real Estate & Design

September

North Texas Giving Guide
Timeless in Texas

October

Investing in Education

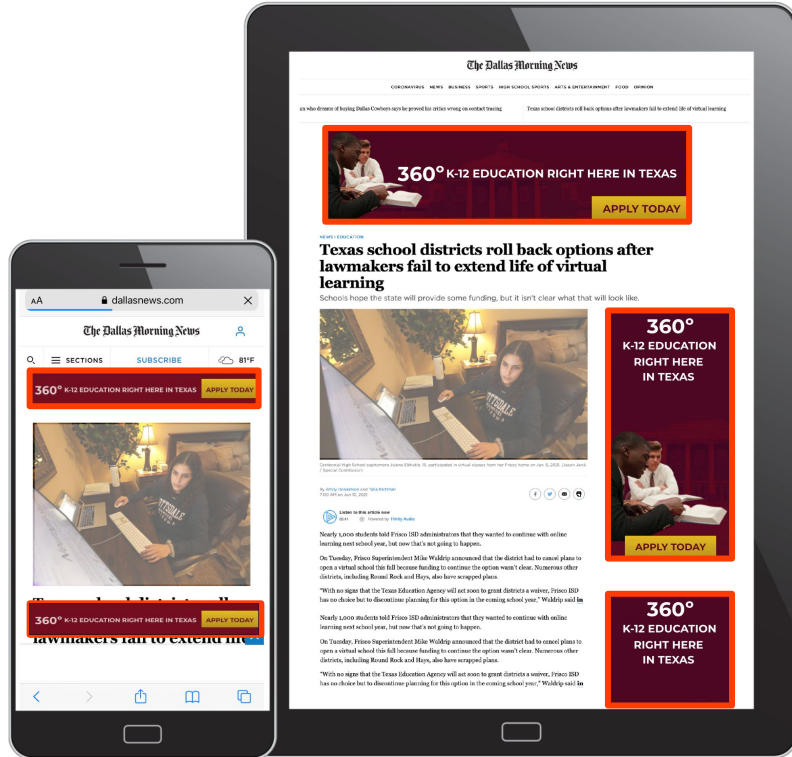
November

Eat Drink D-FW
Top Workplaces D-FW
Holiday Events Guide

December

Photos of the Year
Timeless in Texas

DALLASNEWS.COM & APPS DISPLAY ADVERTISING



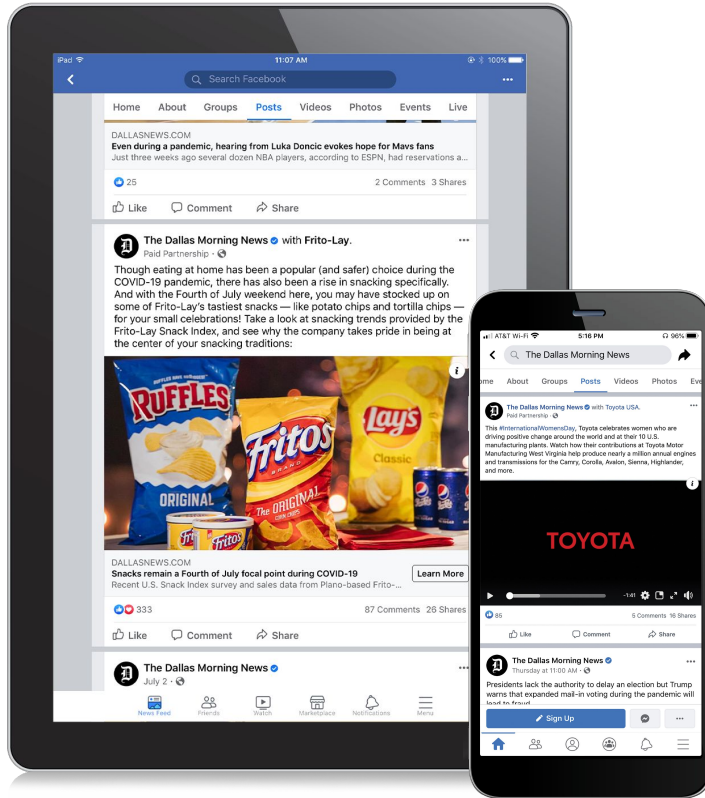
Overview

With an audience exceeding **5M+** every four weeks, DallasNews.com and DallasNews apps put a display ad in front of the right person by targeting placement, interest, context or topics in real time, making ads more relevant to audiences.

Placement Offerings Include:

- Standard and high-impact units for desktop, mobile and tablet devices
- In-article video
- Native media directing to content on DallasNews.com or your website
- ePaper only
- High-impact daily takeovers and/or roadblocks, including first article, home page, SportsDay app, and subscriber takeovers

PAID SOCIAL



Overview

Co-branding your high-quality content on *The Dallas Morning News'* social media channels fosters consumer trust and loyalty while expanding audience reach.

Sponsored social posts reach target audiences, catching consumers' attention as they scroll through their social media feeds.

Capabilities

- Boosted post on *The Dallas Morning News* Facebook pages
 - The Dallas Morning News
 - Al Dia
 - Abode
- Paid Social Ads

NATIVE ADVERTISING



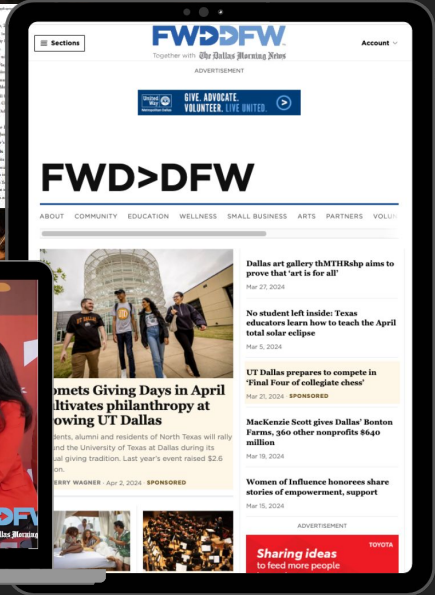
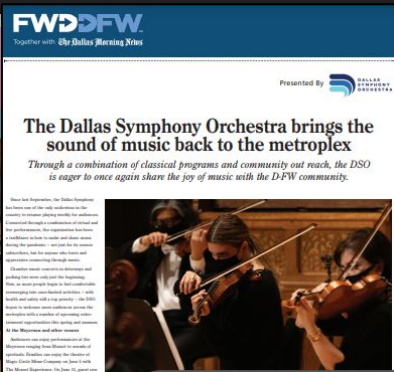
Overview

Native content appears alongside editorial content but is tagged as “sponsored” and written in your brand voice by our content studio or yours.

This product can be targeted nationwide on premier publishers’ websites or segmented to specific geo locations like DallasNews.com.

Branded Content Capabilities

- Sponsored Articles
- Sponsored In-Article Video
- Targeted Content Verticals
 - FWD>DFW (cause marketing)
 - Timeless in Texas (55+ content)
 - Abode (home and design)



Special Content Series

FWD>DFW

EDITORIAL COVERAGE

FWD>DFW sparks awareness and action through storytelling by amplifying companies that are make a difference across categories while achieving business goals.

FWD>DFW drives awareness to partners' CSR/CRM vision and impact while celebrating change-makers and encouraging volunteerism, philanthropy, and civic engagement.

Content appears in the print edition of The Dallas Morning News and ePaper, along with a dedicated hub on DallasNews.com and social accounts.

AUDIENCE HIGHLIGHTS

67%

Consider themselves to be philanthropists (INA)

75%

Are regular charitable donors (INA)

40%

Have done volunteer work in last 12 mos. (ePaper)

62% more likely than the overall market

91%

Are registered to vote (INA)

11% more likely than the overall market



Timeless in Texas

Celebrating the 55+ Lifestyle in North Texas

Smoke, mirrors and annual trustee reports

You decide if they are reliable or not

By the time you have finished reading this article, you will have learned a lot about the Social Security Administration's annual trustee report. The report is a key document for anyone who is interested in Social Security, and it provides a comprehensive overview of the program's financial health and future outlook. The report is a key document for anyone who is interested in Social Security, and it provides a comprehensive overview of the program's financial health and future outlook.

The people speak

Readers comment on the Social Security Administration

In our readers' letters, we hear from a wide range of people who are passionate about Social Security. Some are expressing their concerns about the program's future, while others are sharing their own experiences with the system. We encourage you to read these letters and share your own thoughts in the comments below.

Container Gardening 101

Everything you need to know about container gardening is here. From choosing the right plants to watering and fertilizing, we cover it all. This is a great article for anyone who is looking to start a container garden or improve their existing one. We cover it all. This is a great article for anyone who is looking to start a container garden or improve their existing one.

CALENDAR

MEETINGS AND INFO SESSIONS
The Dallas Morning News
Social Security Administration
Trustee Report
May 22, 10 AM
1000 Main Street, Suite 1000
Dallas, TX 75202
Phone: 214-761-1234
www.dallasnews.com

ADDITIONAL INFORMATION
For more information on the trustee report, visit our website at www.dallasnews.com. We also have a dedicated section on our website for readers who are interested in Social Security.

NOTICE OF PUBLIC HEARING
The Social Security Administration is holding a public hearing on the trustee report. The hearing will be held on May 22, 10 AM, at the location listed above. If you are interested in providing input on the report, please contact us at www.dallasnews.com.

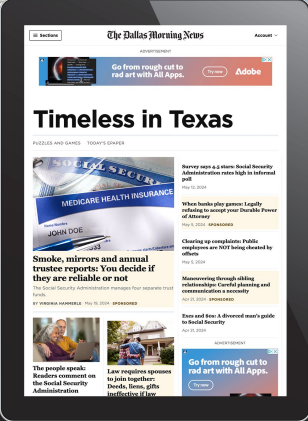
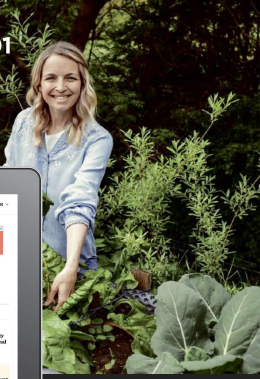
Timeless in Texas

Celebrating the 55+ Lifestyle in North Texas

Container Gardening 101

Where to brunch in Dallas

Everything you



Special Content Series TIMELESS IN TEXAS

EDITORIAL COVERAGE

Timeless in Texas reaches a highly engaged demographic of 55+ adults.

Content appears in the Sunday edition of The Dallas Morning News and ePaper, along with a dedicated hub on DallasNews.com and a quarterly magazine.

Content covers a range of relevant categories, including wellness, arts and entertainment, learning and outreach opportunities, meetings and info sessions, expos and health fairs, travel and leisure, and more.

AUDIENCE HIGHLIGHTS

67%

Age 55 and older (print)

135%

More likely to be caregivers than overall market (print)

84%

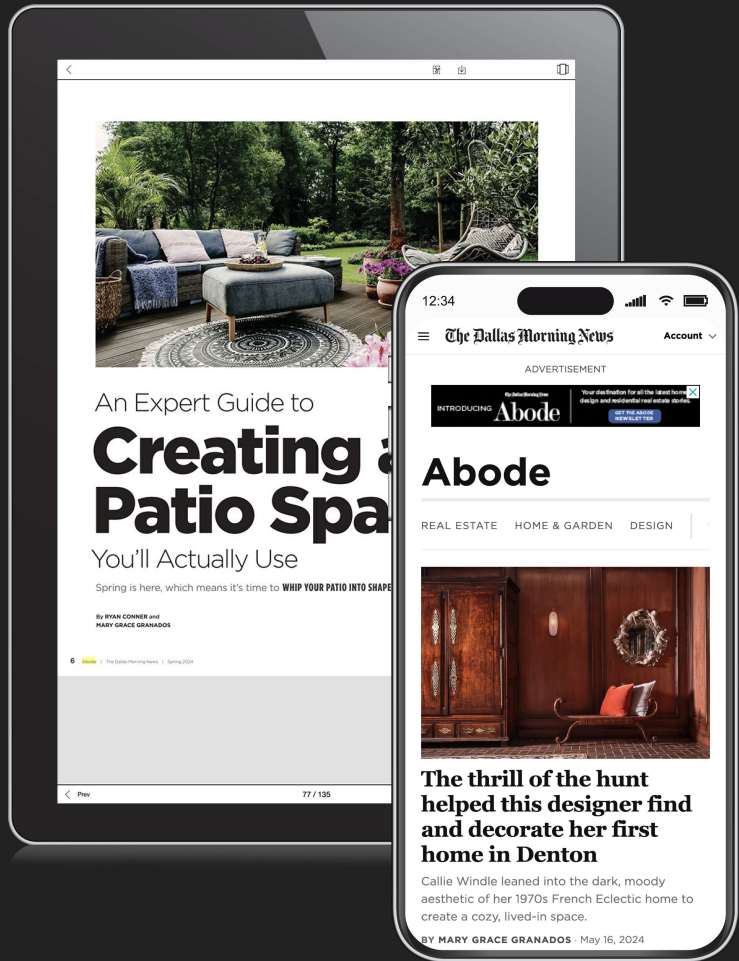
Vacation seekers (INA)

168%

More likely to be "retired for hire" than overall market (print)

137%

More likely to live an active and healthy lifestyle than overall market (DN.com)



Special Content Series

ABODE

EDITORIAL COVERAGE

Abode is the destination for all the latest home, design, and residential real estate stories.

Abode includes quarterly special sections in print and ePaper, a hub on Dallasnews.com, and a weekly eNewsletter that publishes to opt-in subscribers every Saturday.

Follow Abode on Meta and Instagram, as well.

AUDIENCE HIGHLIGHTS

44%

Home Improvement Intenders (INA)

51%

Home Improvement Big Spenders (ePaper)

86%

Homeowners (ePaper)

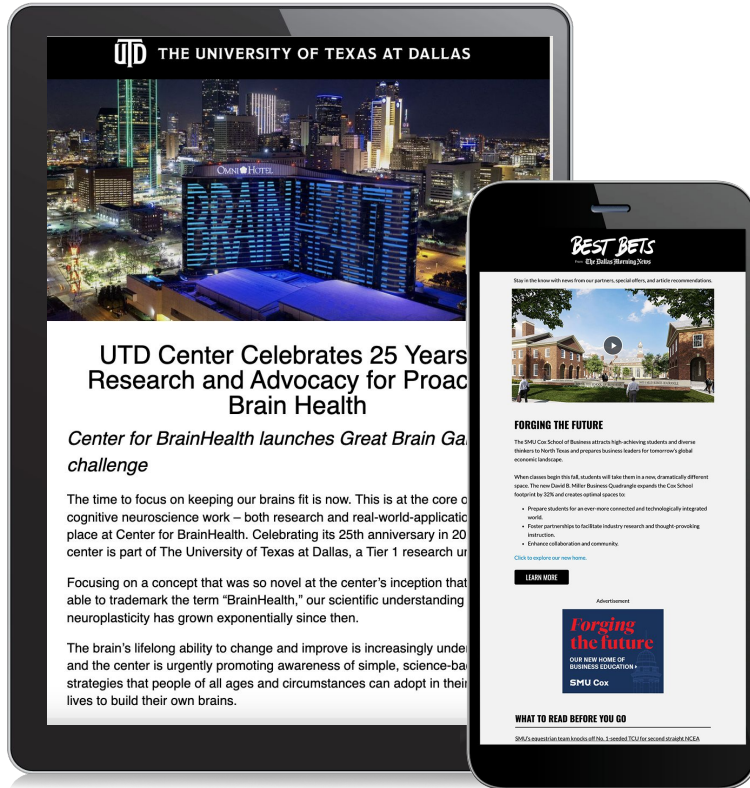
44%

Plan to do a home improvement in next 12 mos. (INA)

51%

Have done home improvement in last 12 mos. (INA)

EMAIL MARKETING



Overview

Email marketing is a cost-effective way to build and sustain relationships with your B2C or B2B customers while delivering relevant content directly to their inboxes.

Our in-house experts curate target lists, develop content, and provide a recommended marketing cadence to yield conversions and interactions via drip campaigns, newsletters and promotional offers.

Each email address has a corresponding physical address, allowing for a 1:1 direct mail and email send. This solution can also include retargeting and matchback.

Capabilities

- Paid Email
- Native “Best Bets” Email
- 1:1 Direct Mail Match
- B2B or B2C Targeting

EMAIL NEWSLETTERS



Overview

The Dallas Morning News email newsletters are an effective way to reach your target audiences – in their inboxes.

Your marketing message is aligned with important, relevant content that our newsletter subscribers signed up to receive – from breaking news to sports, food, arts & entertainment, neighborhood coverage, business, and coronavirus.

Capabilities

31 available newsletters with 2,888,437 total combined audience

Average open rate is 39% (compared to an industry standard of 20%)

Every recipient has opted in to receive the eNewsletter

AI Día

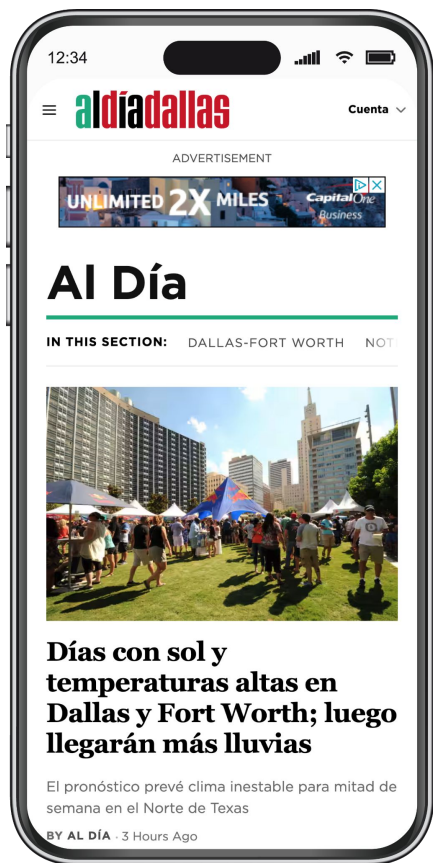
The Dallas Morning News

HISPANIC SOLUTIONS

Reach + Audience Highlights



AL DIA REACH



321K+

Total Website Page Views (Average Four-Week Period)

249K+

Total Website Users (Average Four-Week Period)



190K+

Digital distribution of ePaper every week



118K+

Social Media Followers
(Facebook, X, Instagram)



AI DIA

EDITORIAL COVERAGE

Al Día means up-to-date and informed.

The newspaper publishes in Spanish every Wednesday as an e-paper, emailed to Spanish language households in D-FW.

Al Dia is also available as a dedicated hub on DallasNews.com

AUDIENCE HIGHLIGHTS

\$221K

Average household income

41% earn more than \$75K HHI

53%

Used a mobile device to read news in last 30 days

28% more likely than the overall market

70%

Used Internet/apps for local news in last 30 days

24%

Spend 20 hours or more on the Internet each week



The Dallas Morning News

MECHANICAL REQUIREMENTS

Daily and Sunday Modular (6-column retail)

Includes Jobs and Education sections

Space	Ad size (width x depth)
Full page	11" x 21"
Doubletruck	23" x 21"
1/2 tower	5.41" x 21"
1/2 vertical	7.27" x 15.75"
1/2 horizontal	11" x 10.5"
1/4	5.41" x 10.5"

Space	Ad size (width x depth)
1/6 vertical	3.55" x 10.5"
1/6 horizontal	5.41" x 7"
1/8	5.41" x 5.25"
Front-page strip (Main)	11" x 2"
Section front	11" x 3"
Inside strip	11" x 3"

Center gutter between pages is 1" wide and is counted as 1 column in double trucks.

*Sizes not available for Jobs section ads.

The Dallas Morning News

Classified Advertising (10-column retail)

Includes Saturday and Sunday HomeCenter sections

1 Column	1.02	12 Columns	13.02
2 Columns	2.13	13 Columns	14.13
3 Columns	3.23	14 Columns	15.24
4 Columns	4.35	15 Columns	16.35
5 Columns	5.45	16 Columns	17.45
6 Columns	6.55	17 Columns	18.56
7 Columns	7.66	18 Columns	19.67
8 Columns	8.77	19 Columns	20.78
9 Columns	9.87	20 Columns	21.89
10 Columns	11	21 Columns	23
11 Columns	12		

Maximum ad depth for 1 to 21 columns is 294 lines.

Center gutter between pages is 1" wide and is counted as 1 column in double trucks and non-traditional double trucks. The 11-column doubletruck cannot be positioned on the left or right edge of the page, but must be centered over the center gutter.

HomeCenter strip: 10 columns x 2.37"

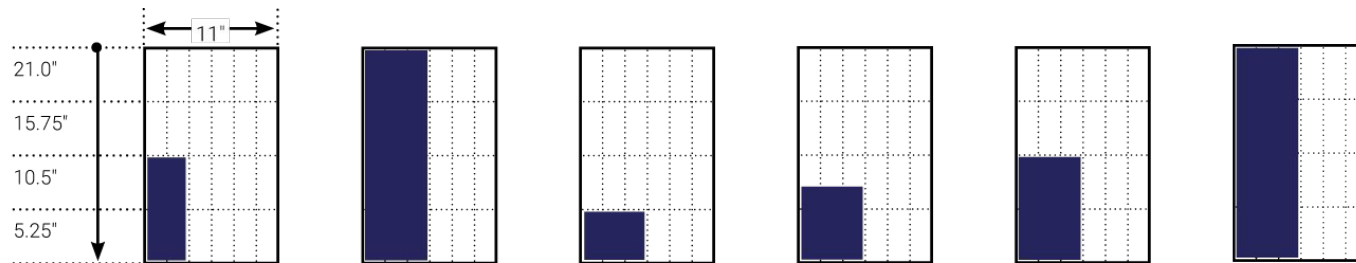
Arts & Life (6-column retail)

Space	Ad size (width x depth)
Full Page	11" x 21"
1/2 vertical	5.41" x 21"
1/2 horizontal	11" x 10.5"
1/4	5.41" x 10.5"

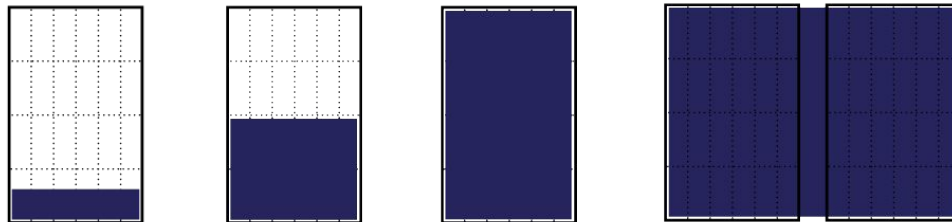
Color

Requires NAA Color 8 Inkbook. Process colors are as follows: 21 (blue), 22 (red) and 23 (yellow).

Broadsheet Modular Ads (6-column retail)



Size	1/6 vertical	1/2 vertical (A & L)	1/8	1/6 horizontal	1/4	1/2 tower
Dimensions	2 col x 10.5"	3 col x 21"	3 col x 5.25"	3 col x 7"	3 col x 10.5"	3 col x 21"



Size	Front-page strip 6 col x 2"	1/2 horizontal	Full	Doubletruck
Dimensions	Inside strip 6 col x 3"	6 col x 10.5"	6 col x 21"	13 col x 21"

Tabloid Modular

(4-column retail) Special sections

Space	Ad size (width x depth)
1/4 Vertical	2.29" x 11"
1/4 Cube	4.75" x 5.41"
1/4 Strip	9.66" x 2.62"
1/2 vertical	4.75" x 11"
1/2 horizontal	9.66" x 5.41"
Full Page	9.66" x 11"
Doubletruck	20.48" x 11"

Center gutter between pages is 1.16" wide.

Tabloid Modular

(4-column retail) Friday Guide

Space	Ad size (width x depth)
1/4 Vertical	2.29" x 11"
1/4 Cube	4.75" x 5.41"
1/2 vertical	4.75" x 11"
1/2 horizontal	9.66" x 5.41"
Full Page	9.66" x 11"
Doubletruck	20.48" x 11"
Wrap (2-sided)	(2) 9.66" x 11" or 20.48" x 11"

Center gutter between pages is 1.16" wide.

Wrap combinations: 4 full pages or 2 spreads,
or 2 full pages and 1 spread.

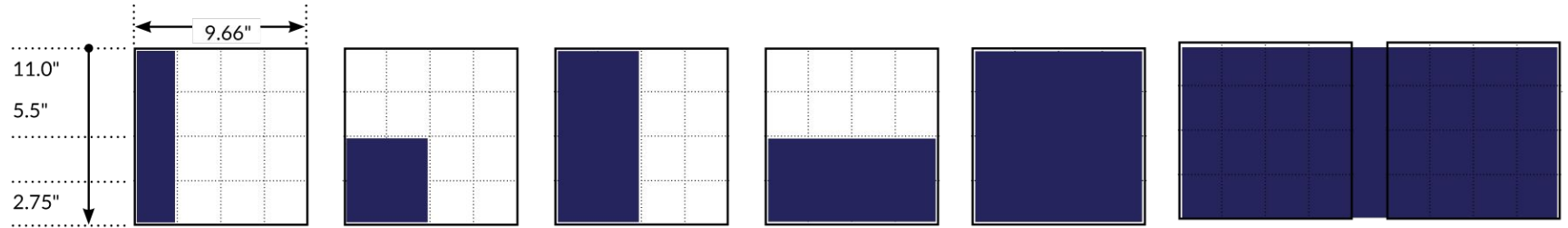
Classified Tabloid
(8-column retail)

Ad width	Inches
1 column	1.02
2 column	2.13
3 column	3.23
4 column	4.35
5 column	5.45
6 column	6.55
7 column	7.66
8 column	8.77

Ear ads
(6-column retail)

Section/Position	Size (width x depth)
All TDMN section fronts	2.62" x 1.37"
TDMN inside	2.62" x 1.37"
al día Main	3.55" x 2.13"
al día Sections and Classified	2.49" x 1.5"
Classified section fronts	2.13" x 1.37"
Home section fronts	2.13" x 1.37"

Tabloid Modular Ads (4-column retail)



Size	1/4 vertical	1/4 cube	1/2 vertical	1/2 horizontal	Full	Doubletruck
Dimensions	1 col x 11"	2 col x 5.41"	2 col x 11"	4 col x 5.41"	4 col x 11"	9 col x 11"

The Dallas Morning News

Spadeas

TDMN Main (Thurs-Sun)

Outside - 4 color

Front page (TDMN masthead above ad)	5" x 18.1"
Back page	11" x 21"

Inside - 1 color (B&W)

Page 2	5" x 21"
Page 3	11" x 21"
Or Spread	17" x 21"

*Sunday Bulldog not included in spadea program

TDMN Advance (Thurs-Sun)

Outside - 4 color

Front page (TDMN masthead above ad)	5" x 21"
Back Page	11" x 21"
Or Spread	17" x 21"

Inside - 1 color (B&W)

Page 2	5" x 21"
Page 3	11" x 21"
Or Spread	17" x 21"

Sunday Comics

Half Spadea (2-sided)

Image area	5" x 21"
Document size	6" x 22"

Fly Sheet (2-sided)

Image area	11" x 21"
Document size	12" x 22"

Standard Display 300x250

dallasnews.com

Format	Max Size
HTML5	80k
GIF/JPG	30k

Audio must be user-initiated only.

728x90

dallasnews.com

Format	Max Size
HTML5	80k
GIF/JPG	30k

Audio must be user-initiated only.

970x250

dallasnews.com

Format	Max Size
HTML5	80k
GIF/JPG	30k

Audio must be user-initiated only.

300x600

dallasnews.com

Format	Max Size
HTML5	150k
GIF/JPG	100k

Maximum video length of 15 seconds.

Close or Continue must be provided.

Preferred video format: mp4

Audio must be user-initiated only.

320x50

dallasnews.com, all phone apps

Format	Max Size
HTML5	30k
GIF/JPG	20k

Audio must be user-initiated only.

In-Article Display

dallasnews.com

SCROLLER 700X1600 (1 image)

Format	Max Size
GIF/JPG	200k

CAROUSEL 540x540 (Must have 4 images)

Format	Max Size
GIF/JPG	50k/image

In-Article Video

dallasnews.com

Format	Max Size
MOV/MP4/VAST	4MB

Duration: 15 sec / FPS: 24

Window

dallasnews.com

Dimensions	Max Size	Format
1400x350	150k	JPG/GIF
414x736	150k	JPG/GIF

Video Submission Guidelines:

Minimum 24 fps for video

15 sec max length (unlimited user-initiated)

1.1 MB additional file size allowed for host-initiated video

Unlimited file size for user-initiated video

Preferred video format: mp4

Standard App Display

TDMN App & SportsDay App

Creative Sizes: 300x250 or 320x50

Jpg, png, gif files only

SportsDay App Interstitial

Creative Sizes: 300x250

Jpg, png, gif files only

SportsDay App - Audio Companion

Creative Sizes: 300x250

Jpg, png, gif files only

Email: Standard & Specials

Max Dimensions	Max Size
600x1000*	100k

Layout/design and code should reflect responsive formatting.

Minimum of 40% HTML text.

HTML text must be on solid background color only

(no images or gradients)

Inline CSS only

No JavaScript allowed

Only .gif, .jpg, or .png images allowed.

*Longer depths accepted.

Pre and Post Roll Video

Length: 15 and 30 seconds maximum

Controls: Stop/Start and Volume should be enabled throughout ad play

Bit rates: Greater than 2 Mbps

Resolution: 640x480 preferred (400x300 minimum)

Keyframes: every 1 second

Frame rate: 15 fps minimum

Recommended codecs: MPEG2, WMV, H.264/AAC

Medium Giant carries the torch of DallasNews Corporation, founded in 1842 on the principles of curiosity, honesty and integrity. We have spent the better part of two centuries binding together the people and businesses in our North Texas communities through *The Dallas Morning News*.

As the world has evolved, so have we. Our modern marketing consultancy now has strengths in intelligence-driven, technology-enabled strategy, creative and media, and we serve clients nationwide.

medium giant

The Dallas Morning News

medium
giant

The Dallas Morning News

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