

| SYNOPSIS | | | |
|---|--|--|--|
| <p>BID NO. 2014-004-6385</p> <p>ANNUAL CONTRACT FOR NEWSPAPER ADVERTISING</p> <p>PERIOD: November 01,2013 thru October 31,2014</p> <p>BUYER: RUTHIE SIMPKINS 214- 653-7437</p> | <p>DAILY COMMERCIAL RECORD 706 MAIN STREET DALLAS, TEXAS 75202 BARBRA DeCAPUA BUSINESS MANAGER (214) 741-6366 www.dailycommercialrecord.com</p> | | |
| <p>DESCRIPTION:</p> <p>Name of Newspaper of Printed Publication:</p> <p>Publication Style (please check on only):</p> <p>Bid Rate:- per column inch</p> <p>Specify additional charge or cost (if any) for bolding text in a "ad":</p> <p>Please answer the questions listed below:</p> <p>Specify deadline for submitting "ads": (press time deadline and the number of hours prior to press time copy will be accepted):</p> <p>Specify average page count of your newspaper or print publication:</p> <p>Specify total verifiable circulation (paid and non-paid):</p> <p>Specify the number of distribution area(s) or center(s) (i.e. Newspaper stand, news racks, etc.) for your newspaper or print publication and provide a verifiable location list with your bid proposal):</p> <p>Specify the number of column per page:</p> <p>Specify column depth:</p> <p>Please specify the actual column size for the following types of "ads" (i.e.: 3 columns and 2 inches)</p> | <p>Dally Commercial Record</p> <p>Tabloid</p> <p>No answer</p> <p>No later than 11:00 a.m. the business day prior to publication</p> <p>3,100</p> <p>12 locations and website</p> <p>5 columns page</p> <p>11' inches</p> | <p>\$6.45</p> <p>28</p> <p>UNIT PER COLUMNS & INCHES</p> | <p>BID RATE: \$6.45</p> <p>EXTENDED PRICE</p> |
| <p>Full Page Ad:</p> <p>1/2 Page Ad:</p> <p>1/4 Page Ad:</p> <p>1/8 Page Ad:</p> | <p>5 columns and 11 inches</p> <p>5 columns and 5.5 inches</p> <p>2.5 columns and 5.5 inches</p> <p>2.5 columns and 2.75 inches</p> | <p>16</p> <p>10.5</p> <p>8</p> <p>5.25</p> | <p>\$103.20</p> <p>\$67.80</p> <p>\$51.60</p> <p>\$33.90</p> |

| SYNOPSIS | | | |
|--|---|--------------------|---|
| <p>BID NO. 2014-004-6385</p> <p>ANNUAL CONTRACT FOR NEWSPAPER ADVERTISING</p> <p>PERIOD: November 01,2013 thru October 31,2014</p> <p>BUYER: RUTHIE SIMPKINS 214- 653-7437</p> | <p>DAILY COMMERCIAL RECORD 706 MAIN STREET DALLAS, TEXAS 75202 BARBRA DeCAPUA BUSINESS MANAGER (214) 741-6366 www.dailycommercialrecord.com</p> | | |
| <p>DESCRIPTION:</p> <p>Newspaper or Print Publication must publish and distributed locally(within Dallas County) on the daily basis (Monday through Friday) 5 Days a week</p> <p>Yearly - basic on 52 weeks</p> <p>TOTAL</p> <p>Specify "ad" cancellation policy and penalties or charges associated with the cancellation of an "ad".</p> <p>Specify the procedures for placing a "ad":</p> <p>Specify the Name and Telephone/Fax Number of the Account Representative who will be handling Dallas County Account:</p> | <p>Please call or email us immediatley to cancel notice: no charge if cancelled before publication date(s)</p> <p>Email ad/notice to our production staff at_notices@dailycommercialrecord.com no later than 11:00 a.m. the business day prior to publication</p> <p>Barbra DeCapua (214) 741-6366 (214) 741-6373 fax</p> | <p>5</p> <p>52</p> | <p>\$256.50</p> <p>\$1,282.50</p> <p>\$66,690.00</p> |