



## THE SOCIAL ISSUE

The decline of print media creates a social crisis for minority populations and small communities and groups whose voices must be part of healthy public dialogue. **And public servants who represent these populations must be assured equity of access to news media that inform their constituents and influence public opinion.** It is the dangers that threaten these elements of vital civic participation that DallasSouthNews.org addresses daily. ▾

# 2012 MEDIA KIT

### VISION

To tell the real story of every Southern Dallas community.

### DALLAS SOUTH NEWS ONLINE

We provide quality content focused on Southern Dallas communities and issues. DallasSouthNews.org is easily accessed by anyone who has access to the Internet. Social media, such as Facebook and Twitter, are integral parts of our operations, engaging readers in conversations about the issues that affect their daily lives.

DSN provides the highest quality of networking, and our site has had extremely positive feedback within the community. When people visit DallasSouthNews.org they feel a sense of community and the ability to interact with each other and our sponsors that wasn't there before.

### DALLAS SOUTH NEWS IN PRINT

To provide our audience with an additional way to receive hyper-local news we developed a print newspaper supplemental offering. We provide readers as much useful, relevant and free information as possible. While Dallas South News has been successful online, we now have the opportunity to broaden our reach through our print publication. The design mixes traditional layouts with contemporary design elements. We focus on people and events in Southern Dallas with features in Politics, Education, The Arts, Health and Sports.

Dallas South News in print targets zip codes in South Dallas, West Dallas, Oak Cliff, East Dallas and Southeast Dallas. We also deliver the issue to elected officials, local business owners and neighborhood associations. Our goal is for Dallas South News to be strategically delivered in the hands, at the doorstep or in the office of those who need it most. ▾



### EDITOR/PUBLISHER

**Shawn P. Williams**

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@shawnpwilliams

Mr. Williams launched the nationally acclaimed and highly recognized *DallasSouthBlog.com* now known as *Dallas South* in June of 2006

where he serves as publisher and editor. In 2008, *Dallas South* was one of a select number of blogs nationwide to be awarded credentials for the Democratic National Convention. The website has been featured on *NBC Nightly News*, *The Chicago Tribune*, *CNN*, *NPR*, *BBC*, and many other national outlets.

In June 2009, Shawn helped to organize *Dallas South News*, a nonprofit news organization that utilizes technology, social media, and journalistic principles to empower and inform underserved communities. In 2010, Shawn received the *Austin American-Statesman's* Texas Social Media Award which recognized the Top 25 social media users in the state. He is a guest columnist for the *Dallas Morning News* and frequent contributor to *D Magazine*. Shawn is a panelist for the 2012 SXSW (South by Southwest) Interactive Conference and a member of the National Advisory Board for the Poynter Institute of Media Studies. ▾

# DSN READER PROFILE

## POPULATION AND GEOGRAPHY

The Dallas area news media market is huge. Dallas-Fort Worth is the fifth largest metropolitan area in the United States and the most populous in Texas. Southern Dallas (everything south of Interstate 30) alone is home to more residents than the entire city of Atlanta. Thus Southern Dallas is the seventh largest city in Texas. The ethnic breakdown of Southern Dallas is 50.8% Hispanic, 37.6% African-American, and 10.1% Anglo.

### SOUTHERN DALLAS: BY THE NUMBERS

**516,257**

Population of Southern Dallas

**45%**

Broadband usage for households of \$20-40,000

**686**

Millions of dollars allocated to Southern Dallas in 2006 bond program.

**53%**

Bought at least one item on the Internet over the last year

**70%**

Access the Internet at least once per month

**6**

City Council districts in Southern Dallas (1, 3, 4, 5, 7, 8)

**75%**

Percentage of Southern Dallas residents who have graduated from high school. 20% have attended college. About 10% have attained at least a bachelor's degree.

## DSN READERS

Who are the Dallas South News Readers?

**Affluent. Educated. Diverse.**

**36%** of readers have annual incomes of \$100K+

**64%** of readers are college educated, 17% have graduate degrees

**59%** of Readers are Anglo, 27% African American, and 10% Hispanic

**TRPs!** (Television Rating Points): African Americans over index by almost **3 TIMES** compared to average websites

## TRAFFIC TRENDS

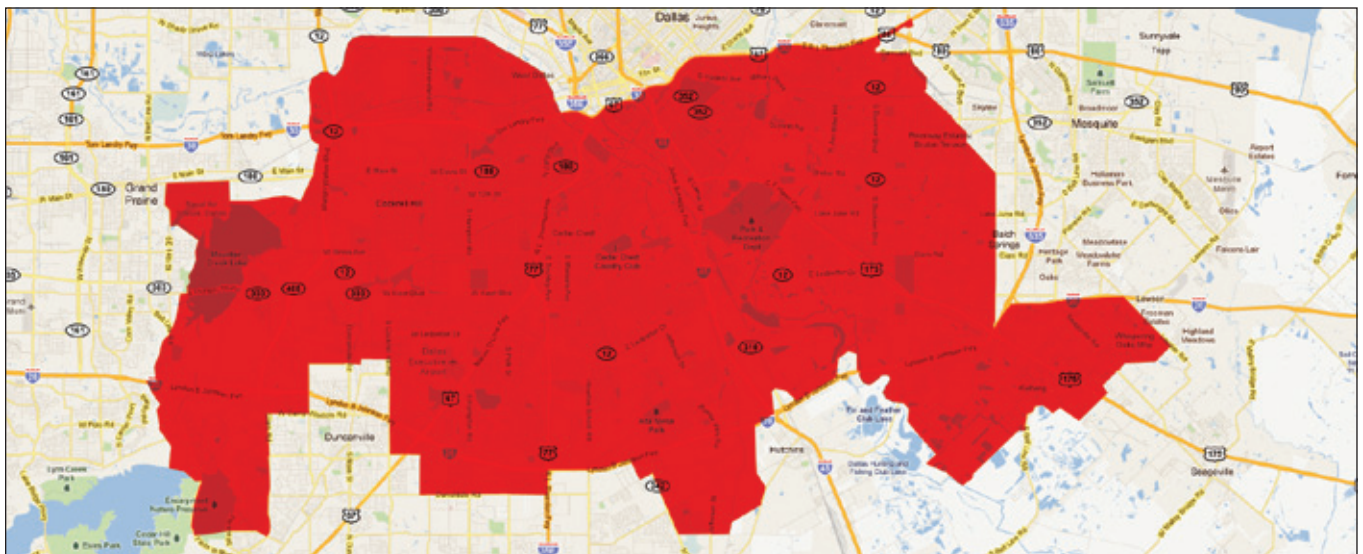
**200%** increase in site traffic since October 2010, 40% increase in 2011

**INCREASE ROI THRU TARGETED SPEND!**

Geo-targeted impressions among affluent and diverse city dwellers

**UNIQUE OPPORTUNITY!**

We serve up prime diverse consumers with \$ to spend



# DIGITAL PLACEMENT OPPORTUNITIES

## MAIN DEPARTMENT PAGE EXAMPLE

The screenshot shows the Dallas South News website with several highlighted areas for digital ad placement:

- Title Sponsor:** 728x90 pixels (top green bar)
- Header:** 468x60 pixels (middle green bar)
- Skyscraper:** 120x600 pixels (right vertical green bar)
- Advertisement:** 300x250 pixels (Home page) or 250x250 pixels (Department and Interior pages) (middle right green bar)
- Sidebar:** 300x250 pixels (Home page) or 250x250 pixels (Department and Interior pages) (middle right green bar)

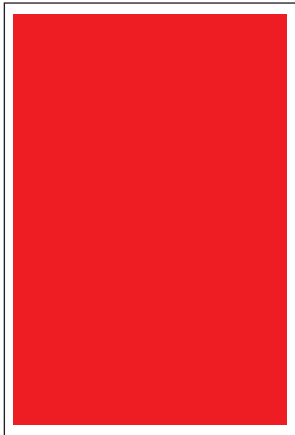
The website content includes a navigation menu with categories like HOME, POLITICS, EDUCATION, SUSTAINABILITY, SPORTS, MEDIA, RELIGION, THE ARTS, and JR. REPORTERS. The main content area features several news articles with headlines such as "Sen. Royce West: Election time – It's sooner than you think", "Congresswoman Johnson Remembers Fred L. Shuttlesworth", "State Rep. Eric Johnson to read to students at C. F. Carr Elementary School", and "State Rep. Eric Johnson to host Higher Education Town Hall". A photo gallery titled "DALLAS SOUTH NEWS PHOTO GALLERY" is also visible on the right side.

## DIGITAL ARTWORK SUBMISSION GUIDELINES

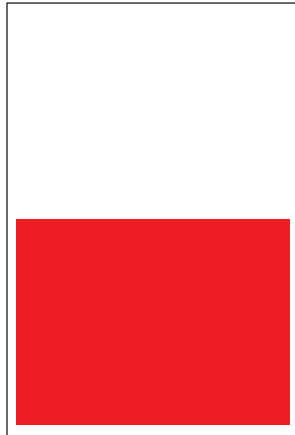
For *DallasSouthNews.org*, please provide all ad units as RGB JPEG or GIF (animated or static) files with a maximum file size of 100 kilobytes. All artwork must have a 1-pixel border rule with hex color of #000000. If you do not include the border, DSN will add it before posting. An animated GIF may only loop three (3) times per refresh. Continuous animation is not permitted.

Flash animated ad units are not accepted at this time.

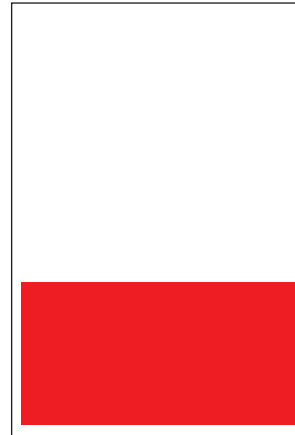
## PRINT PLACEMENT OPPORTUNITIES



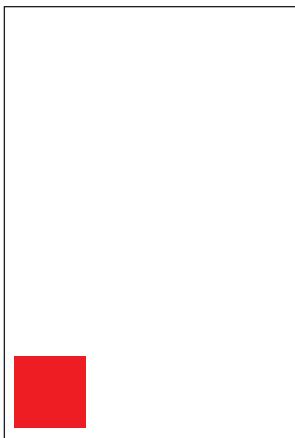
**Full Page**  
9.5" x 11.5"



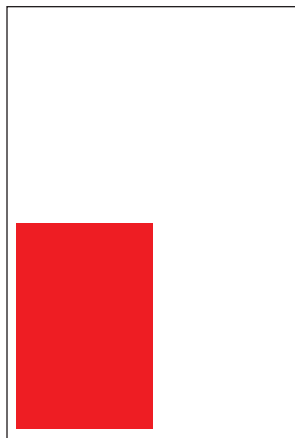
**Half-Page**  
9.5" x 5.75"



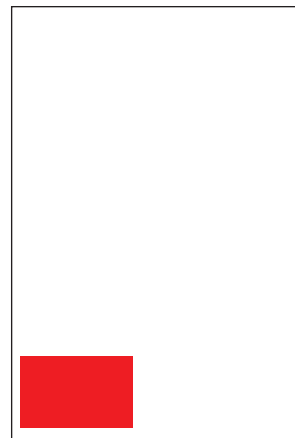
**Third-Page**  
9.5" x 3.4"



**Front Cover Button**  
2" x 2"



**Quarter-Page**  
4.75" x 5.75"



**Classified**  
2" x 3.4"

### PRINT ARTWORK SUBMISSION GUIDELINES

For *Dallas South News* (print edition), please provide all materials as full-color (CMYK) PDF/X-1a PDFs at 100% size. All embedded artwork should be at 300dpi. Include crop marks. Ads designed to look like editorial content will be flagged with an "Advertisement" banner.

All ads are non-bleed.