



# DAPL News

Dallas Association of Petroleum Landmen  
 P.O. Box 60096, Dallas, TX 75360-0096  
[www.dapl.org](http://www.dapl.org)

## Newsletter and Website Advertisement Guidelines

### OVERVIEW

DAPL News is the Monthly newsletter of the Dallas Association of Petroleum Landmen. DAPL Newsletters are circulated from September through June to more than 500 members throughout the Dallas / Fort Worth area. Website ads run continuously throughout the year.

### ADVERTISEMENT SPECIFICATIONS

Advertisements must be submitted in static gif, jpg, png or pdf format (no animations, video or audio).

Advertisements must conform to the dimensions specified on the chart below. Alternative text for website advertisements must not exceed 255 characters. Website advertisements will follow a URL of your choice in a new browser window.

### NEWSLETTER TECHNICAL SPECIFICATIONS

Color: CMYK color mode only  
 Resolution: 300dpi – 600dpi

### ADVERTISEMENT SUBMISSIONS

Send to [ads@dapl.org](mailto:ads@dapl.org) for information about how to get started. Deadline for artwork changes and new advertisements is two weeks prior to newsletter distribution date which is typically around the 1<sup>st</sup> of each month the newsletter is published. Advertisers are limited to one art work change per plan year. All ads and advertisers are subject to DAPL Board approval.

Newsletters are distributed to its membership via email each month from September through June, and Website ads run throughout the year. Advertising Plan years run from September 1st through June 30<sup>th</sup> for *Newsletters* and September 1<sup>st</sup> through August 30<sup>th</sup> for *Website ads*. Artwork and payments are due by **August 10th** each year to ensure publication in the September newsletter. *Website Advertisers will pay pro-rated amounts if renewed or commenced other than these times.*

For **general** questions about advertising with DAPL, please contact (Advertising Director) at [ads@dapl.org](mailto:ads@dapl.org).

**The prices shown below are effective June 1, 2012.**

### Newsletter Advertisements Dimensions and Price Sheet:

Size / Type	Dimensions	Max File Size	10 Issues	5 Issues	Per Issue, if less than 5 Issues
Full Page	7.5 x 10.5 inches	3 MB	\$2,645	\$1,465	\$375
1/2 Page	7.5 x 5.25 inches	2MB	\$1,325	\$775	\$170
1/4 Page	3.75 x 5.25 inches	1MB	\$720	\$400	\$145
1/8 Page	3.75 x 2.125 inches	1MB	\$400	\$260	\$115

### Website Advertisements Dimensions and Price Sheet:

Size / Type	Dimensions	Max File Size	Annual Fee
Small Button	120 x 60 pixels	12k	\$135
Large Button	120 x 90 pixels	15k	\$210
Vertical Banner	120 x 240 pixels	20k	\$350
Skyscraper	120 x 640 pixels	20k	\$610