

You're in a class of your own; make sure North Texas knows.

At *D*, we take our "Best" awards seriously. Because readers trust us to connect them with legal professionals of the highest caliber, we subject candidates to a rigorous process, beginning with a peer nomination and culminating in an in-depth review by *D*'s editorial team and an expert panel.

As a "Best" winner, you are eligible for exclusive advertising opportunities, including a profile in the Best Lawyers section of our May issue. Use your profile to showcase your win and build instant credibility with our audience.



Be top of mind for Dallas legal consumers in their hour of need.

of legal consumers seek a referral from a trusted source¹

of D Magazine readers consider D a trusted source² of legal consumers hire the first attorney they contact.³

Put your win to work.



CHOOSE YOUR IMPACT.

TWO-PAGE SPREAD INCLUDES:

- · a professional photo shoot
- interview with professional copywriting
- 350 words written about your practice by *D*'s special sections editor
- feature up to 12 winning lawyers

Make a high-gloss impression. \$10,875 NETRATE

FULL PAGE PROFILE INCLUDES:

- · a professional photo shoot
- · interview with professional copywriting
- 200 words written about your practice by D's special sections editor
- · feature up to six winning lawyers

Stand out from peers. \$7,290 NET RATE

HALF PAGE PROFILE INCLUDES:

- · a professional photo shoot
- interview with professional copywriting
- 120 words written about your practice by D's special sections editor
- feature up to three winning lawyers

Maintain brand presence. \$3,250 NET RATE

QUARTER PAGE PROFILE INCLUDES:

- 100 words of client-supplied copy*
- a color head shot of one winning lawyer*

*Supplied and submitted by the client

SPACE RESERVATION:

March 19, 2021

March 30, 2021









FULL PAGE VERTICAL FULL PAGE HORIZONTAL

HALF AND QUARTER PAGE

Perks of Marketing Your "Best" Honor:

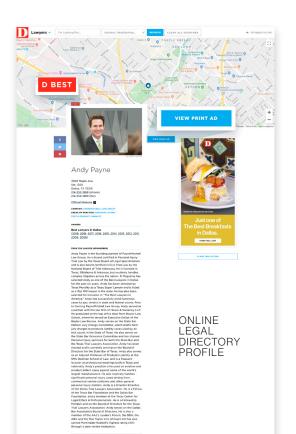
Premium Marketing
Collateral—With
the purchase of a
full page or spread
profile, you receive
50 complimentary
reprints on high
quality card stock.
You also receive a
D Best 2021 logo
to include in your
practice marketing
materials, on your
website, and in print
or digital display ads.

an elegant, engraved plaque to display at your firm.

Online Directory
Classification—
You're sure to stand
out in D's Online
Directory when we
mark your profile with
a "D Best" badge.
When you purchase
a print profile, we'll
include a link to it in
your online profile.

Custom D Branded Award Plaque — With the purchase of a half, full-page or spread profile, you receive





Your Story, As Told By D.

At *D*, we know a thing or two about captivating an audience. Our team of professional writers and photographers will showcase the elements of your brand we know readers will respond to.

Step 1: Interview.*

Our special sections editor will interview you and compose a profile which highlights the most impressive aspects of your law practice: achievements, subspecialties and professional interests.

If you purchase a quarter page ad, or wish to supply your own copy, email copy to Jennifer Hayes, special sections editor: <code>jenniferh@dmagazine.com</code>. Quarter page profiles must not exceed 100 words. *D Magazine* reserves the right to edit content and all profiles must adhere to our style guidelines. Copy above the stated limit will be cut.

Step 2: Get ready for your close up.*

Our special sections photographer will coordinate a photo shoot at your preferred location. All photo shoots must occur on or before March 20, 2021. The no-show fee for any scheduled shoot is \$400.

If you purchase a quarter page profile, email your full-color headshot to Jen Hayes: jenniferh@dmagazine.com. Or, upload your headshot to dbinbox.com/dmagazine. Headshots must be 2" x 3", 300 dpi, and sent in JPG or TIF format. Clients will be billed for re-shoots, extensive Photoshop work, and re-use fees when warranted. Logos may not appear in profiles.

Step 3: Give your stamp of approval. Review your profile before it goes to print.

*Spread, full page, and half page profiles



Amplify your exposure with

display ads.

DISPLAY AD RATES

SIZE FOUR-COLOR

 Two-page spread
 \$19,800

 Full-page
 \$10,875

 Half-page
 \$7,290

*Contract rates available for frequency advertisers. Bleed: 10% premium.

DISPLAY AD DEADLINES

SPACE RESERVATION: MATERIALS DUE:

March 19, 2021 March 30, 2021

Mechanical Requirements:

Digital Files Only:

- High-resolution PDF, InDesign (with all supporting images and fonts), Illustrator, EPS, or TIF files are accepted.
- All images should be 350 dpi and color as RGB.
- Please supply a composite proof for color.
 Without a proof, *D Magazine* is not responsible for the content of your ad.
- Ads created in Microsoft Word, Microsoft Publisher, PowerPoint, or any PC-based program cannot be accepted.
- We will be glad to recreate the ad at our normal ad production rate.

Magazine Trim Size:

- $8" \times 10.75"$. For bleed allow .125" beyond all trim.
- Keep live matter .25" from all trim.
- Magazine format is three-column and is perfect bound.
- Art will be held at *D* for one year from date of use.

Ad Upload Info:

Upload ads to dbinbox.com/dmagazine.



FULL PAGE

TO ADVERTISE, CONTACT:

Kristen Gramling ACCOUNT EXECUTIVE kristen.gramling@dmagazine.com 214.523.0310(o) 214.505.6716(c)

