

Daybook Story Pricing & Info
Effective March 31, 2008



DFW Daybook	Text-Only Story	Feature Story	Flagship Story	Solo Story	Hot Shot Story
Price per Publish Date	Free Corp/ Free NPO	\$30 Corp/ \$25 NPO	\$50 Corp/ \$40 NPO	\$100 Corp or NPO	\$175 Corp or NPO, up to 250 email addresses
Distribution Channels	Weekday Email Edition, Web Site, RSS	Weekday Email Edition, Web Site, RSS	Weekday Email Edition, Web Site, RSS	Full DFW Daybook email subscriber list or DFW Daybook media subscribers only	Customized local, regional or national media list by Daybook or client supplied list only
Placement in Story Line-Up	Below last Feature Story of the day	Below Flagship Story and above Text-Only Stories	Top Story of the Day	N/A	N/A
# of Stories in this Category available per day	Unlimited	Unlimited	One	N/A	N/A
Maximum length of full story	Unlimited, but recommend no longer than 800 words	Unlimited, but recommend no longer than 800 words	Unlimited, but recommend no longer than 800 words	Unlimited, but recommend no longer than 800 words	Unlimited, but recommend no longer than 800 words
Includes Story Teaser in Email Edition and on Home Page of Web Site	No	Yes	Yes	N/A	N/A
Can include multiple links to web sites and email addresses in full story	Yes	Yes	Yes	Yes	Yes
Includes graphic next to story headline (aka Logo Graphic)	No	Yes	Yes	Yes	Yes
# of Additional graphics allowed in full story	None	2	2	1	1
# of Attachments (links to downloadable files) allowed in full story	None	2	2	2	2
Maximum display dimension of any graphics in story	N/A	375 pixels wide x 175 pixels tall	375 pixels wide x 175 pixels tall	Varies	Varies
Acceptable story graphic formats	.N/A	GIF and JPG in RGB format	GIF and JPG in RGB format	GIF and JPG in RGB format	GIF and JPG in RGB format
Acceptable story graphic file size	N/A	Under 100KB	Under 100KB	Under 100KB	Under 100KB
Acceptable attachment file formats	N/A	DOC, RTF, XLS, PPT, PDF, JPG, GIF, BMP, TIF	DOC, RTF, XLS, PPT, PDF, JPG, GIF, BMP, TIF	DOC, RTF, XLS, PPT, PDF, JPG, GIF, BMP, TIF	DOC, RTF, XLS, PPT, PDF, JPG, GIF, BMP, TIF
Maximum attachment file size	N/A	2MB	2MB	2MB	2MB