

# *The Driving School Association of the Americas, Inc.*

"Dedicated to Saving Lives in the Americas since 1973"

## **THE DUAL NEWS**

COLOR ADVERTISING

### **ISSUES:**

Summer Issue  
Fall Issue  
Spring Issue

### **DEADLINES:**

*(Call Office for Specific Dates)*

Spring Issue: 2nd Week February

Summer Issue: 1st Week in May

Fall Issue: 3rd Week August



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*All dates are subject to change.*

### **RATES PER ISSUE:**

\$1,200.00 Full page size (Finished) – 8.5 x 11 (plus 1/8: for bleed)  
\$ 900.00 ½ page – 5.5 x 8.5  
\$ 600.00 ¼ page – 4.25 x 5.5

The Advertisement must be sent via electronically in two (2) formats. A high resolution for the printer and a lower resolution for the DSAA Communications Office. Please contact Jack Varnado at the DSAA Communications Office if you need information or would like to start advertising in The Dual News.

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For further assistance contact: Sheila Varnado  
Email: [smvarnado@bellsouth.net](mailto:smvarnado@bellsouth.net) or call 800-270-3722.