

Chicago Daily Herald

Big Picture . Local Focus

Vehicle Classified Ad Rates

Effective March 26, 2007

Published 7 days a week.

Vehicle Advertising Appears Online at:
www.dailyherald.com

Street Address:
155 E. Algonquin Road
Arlington Heights, IL 60005

Place Your Ad Online at:

www.dailyherald.com

Send materials electronically to:
<http://ads.dailyherald.com>

Place By Phone: 847-427-4444

Place by Fax: 847-427-1130

Advertising Personnel:

Pete Rosengren, Classified Advertising Manager
847-427-4769 prosegren@dailyherald.com

Kelly Casalino, Interactive Media Director
847-427-4305 kcasalino@dailyherald.com

Fairness & Accuracy:

Errors will be rectified by republication as deadlines permit. When republication is not an available option, credit shall be limited to the cost of the space occupied by the mistake. Under any circumstances, including omission, credit for a mistake shall not exceed the cost of the ad's first day of publication.

Commission and Cash Discount:

15% to recognized advertising agencies.
No cash discount. Prepayment is required.

Policy Statement:

All ads are subject to review. The Publisher reserves the right to edit, properly classify, decline, or cease publication of any ad without comment or appeal.

Mechanicals:

10 columns/broadsheet page
1 column = 1-1/16" 2 columns = 2-1/4"
Complete mechanicals furnished upon request.

ULTRA WHEEL DEAL (autos, trucks, vans, SUVs)

\$45 gets you 5 lines including:

10 days in the Daily Herald with a 2-column black/white photo
10 days on dailyherald.com with a color photo
1 week in Reflejos with a black & white photo
1 Sat. in Daily Herald with a 2-column color photo ad
1 week in Auto Focus book with a 2-column color photo ad
1 week on autofocuschicago.com with a color photo ad

****Deadline: Tuesday 11 a.m.****

PREMIUM WHEEL DEAL (any vehicle)

\$32.00 gets you 2 two-column lines with a black & white photo including:

14 days in the Daily Herald
14 days on dailyherald.com
2 weeks in Reflejos
Additional 2-column lines for \$8.00 each

SENDING US YOUR PHOTO

E-mail your vehicle photo saved in an .eps, .jpg or .tif format to: wheeldeal@dailyherald.com. Or, ask about getting your vehicle photo taken at *no extra charge* at the Daily Herald office closest to you! Ad copy and photo must be received 48 hours before ad is to appear in paper – 3:00 Wednesday for Saturday and Sunday; and 5:00 Thursday for Monday.

SUPER WHEEL DEAL (any vehicle)

\$26.50 gets you 4 lines of text including:

14 days in the Daily Herald
14 days on dailyherald.com
2 weeks in Reflejos
Additional lines for \$4.00 each

ECONOMY WHEEL DEAL (any vehicle)

\$16.00 gets you 4 lines of text including:

7 days in the Daily Herald
7 days on dailyherald.com
1 week in Reflejos
Additional lines for \$4.00 each

SPECIAL NOTES

One (1) vehicle per ad. Copy changes gladly accepted. No substitutions. All ads are prepaid. We accept all major credit cards. No refunds for early cancellation.

VEHICLE WORDING

For the convenience of our readers, the first word of the ad must be the MAKE of the vehicle.

OTHER RATES AND CHARGES

No charge for an electronic tearsheet.

DEADLINES

11:00am day prior for next day publication (Tues.-Fri.)

10:00am for online submissions.

5:00pm Thursday for **Saturday** publication

4:00pm Thursday online submissions for Sat. publication

5:00pm Friday for **Sunday** or **Monday** publication

4:00pm Fri. online submissions for Sun. or Mon. publication

Circulation: Sunday 151,567, Daily 151,200 (ABC Publisher's statement for 6 months ending September 30, 2006)