

Chicago
Daily Herald

Big Picture . Local Focus

Business Ad Rates

**Business/Franchise Opportunities, Business
Announcements, Business Services, Businesses
for Sale, Partnerships, Municipal Listings**

Effective January 1, 2007

Published mornings daily, Saturday and Sunday

Business Advertising appears online at:
www.dailyherald.com

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

Download camera-ready ads electronically to:
http://ads.dailyherald.com
AdSend: ILARL

Telephone: 847-427-4444
Fax: 847-427-1130
e-mail: class@dailyherald.com

Advertising Personnel:

Pete Rosengren, Classified Advertising Manager
847-427-4769 prosengren@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.

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.

Business Rates:

Sunday	1X	\$16.24 per agate line
Weekender	3X	32.48 per agate line
All Week	7X	38.08 per agate line
Two Weeks	14X	70.42 per agate line
Four Weeks	28X	136.36 per agate line

**Target the highly-desirable
Hispanic market!**

Reach 100,000 suburban households via
our exclusive bi-lingual journal **Reflejos**.
Add \$1.00 per line. Closing time 4:00 p.m. Friday

Business Ad Sorting:

Ads are sorted by the size of the ad.

Other Rates and Charges:

e-tearsheet: no charge
Inserts: \$60/M – 25M minimum

Commission and Cash Discount:

15% to recognized advertising agencies.
No cash discount. Prepayment is required
Until credit is approved and extended for billing
By the Accounting Department.

Closing Times:

11:00 a.m. the day prior for Tuesday-Thursday
5:00 p.m. Friday for SUNDAY
5:00 p.m. Friday for Monday

Deadlines for display classified and ads
requiring special make-up may be earlier.
Reflejos 4 p.m. Friday for Sunday

Mechanicals:

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

Circulation:

Sunday 151,567, Daily 151,200
ABC Publisher's Statement for 6 months ending
September 30, 2006