

Chicago
Daily Herald

Big Picture . Local Focus

Real Estate FSBO Classified Ad Rates

Effective January 1, 2007

Published mornings daily, Saturday and Sunday

Real Estate 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>

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

Payment:

Prepayment is required
Visa/MC/Discover/American Express accepted.

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.

Mechanicals:

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

FSBO Real Estate Rates

Weekender	3x	\$15.03	per line
All Week	7x	19.98	per line
Two Weeks	14x	38.98	per line
Four Weeks	28x	76.00	per line
Sunday	1x	13.92	per line
(Per agate line)			

Add a property photo – just \$10

Realtors: Please call Jeff Kutler
jkutler@dailyherald.com 847-427-4765

Target the highly-desirable Hispanic market!

Reach 100,000 suburban households via
our exclusive bi-lingual journal **Reflejos**.

Add \$1.00 per line.

Deadline: Fridays at 4:00 p.m.

Real Estate Ad Sorting:

For the convenience of readers, ads are alphabetically sorted by the town in which the property is located.

Other Rates and Charges:

Blind Box: \$90.00
e-tearsheet : no charge
Inserts: \$60/M – 25M minimum

Closing Times:

12:00 p.m. Thursday for the Weekender
11 a.m. the day prior (10AM for online ads) or
5:00 p.m. Friday for SUNDAY (4:00 for online ads)
5:00 p.m. Friday for Monday (4:00 for online ads)

Deadlines for display classified and ads requiring special make-up (including photos) is 2 hours earlier.

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.

Circulation:

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