

Chicago  
**Daily Herald**

**Big Picture . Local Focus**

**Rental Ad Rates**

Effective March 26, 2007

Published mornings daily, Saturday and Sunday

Rental Advertising appears online at:  
[www.dailyherald.com](http://www.dailyherald.com)

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

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

Telephone: 847-427-4444  
Fax: 847-427-1130

**Advertising Personnel:**

Candy Brousseau, Rental Sales Executive  
847-427-4751 [cbrousseau@dailyherald.com](mailto:cbrousseau@dailyherald.com)

Pete Rosengren, Classified Advertising Manager  
847-427-4769 [prosengren@dailyherald.com](mailto:prosengren@dailyherald.com)

Kelly Casalino, Interactive Media Director  
847-427-4305 [kcasalino@dailyherald.com](mailto:kcasalino@dailyherald.com)

**Payment:**

Prepayment is required on all private party ads and out-of-area ads. Prepayment may be requested on commercial ads until credit is established.

Visa/MC/Discover/American Express accepted.

**Fairness & Accuracy:**

Errors will be rectified by republication as deadlines permit. When republication is not an 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.

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

**Rental Rates:**

Sunday	1X	\$ 13.51 per line
Weekender	3X	21.64 per line
All Week	7X	29.90 per line
Two Week	14X	56.08 per line
Four Week	28X	103.13 per line

Minimum ad size is 3 lines

All packages include [dailyherald.com](http://dailyherald.com) and Beep and [beepcentral.com](http://beepcentral.com) reaching out to the suburban young adult community.

**Add a property photo – just \$5-\$10**

**Add your company logo  
only \$10 for all 3 weekender days!**

**Ask about our cost-efficient  
contract rates**

**28X Four-Week Package**

Our best buy! Lowest cost per line per day plus most opportunities to reach your qualified buyers!

**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

**Rental Ad Sorting:**

For the convenience of readers, ads are alphabetically sorted by keyword, the first word of the ad. In this classification, the town in which the rental property is located.

**Other Rates and Charges:**

Blind Box: \$90.00

Tearsheet: e-tearsheets are available at no charge

Inserts: \$60/M – 25M minimum

**Closing Times:**

11 a.m. the day prior for the TUESDAY-THURSDAY

12 noon for FRIDAY

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.