

# Chicago Daily Herald

**Big Picture . Local Focus**

**Cemetery Lots/Crypts, Room to Rent,  
Roommates Wanted, Situations Wanted,  
Auctions, Flea Markets, Resale Shops,  
Vehicles to Rent, Auto  
Loans/Rentals/Svc./Parts/Accessories**

Effective January 1, 2007

Published mornings daily, Saturday and Sunday

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

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

Place your ad online at [www.dailyherald.com](http://www.dailyherald.com)  
Download camera-ready ads electronically to:  
<http://ads.dailyherald.com>

Telephone: 847-427-4444  
Fax: 847-427-1130  
e-mail: [class@dailyherald.com](mailto:class@dailyherald.com)

### **Advertising Personnel:**

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)

### **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.

### **Rates:**

Sunday	1X	\$3.76 per agate line
Weekender	3X	7.65 per agate line
All Week	7X	11.69 per agate line
Two Weeks	14X	21.28 per agate line
Four Weeks	28X	38.92 per agate line

### **All Week Package**

Our most popular buy!

### **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 \$3.75 per line. Closing time 4:00 p.m. Friday

### **Ad Sorting:**

For the convenience of our readers, ads are alphabetically sorted the name of the item or category of items sold or distributed. Descriptive adjective or multiple leaders (such as AAA) are not allowed as the first word of the ad.

### **Commission and Cash Discount:**

Prepayment Required  
Visa/MC/Discover/American Express accepted.

### **Other Rates and Charges:**

no charge for electronic tearsheets  
Inserts: \$60/M – 25M minimum

### **Mechanicals:**

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

### **Closing Times:**

11 a.m. the day prior (10 a.m. for online ads)  
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 & ads requiring special make-up (including photos) are 2 hours earlier.  
Reflejos 4 p.m. Friday for Sunday (3:00 for online ads)

### **Circulation:**

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