

Daily Herald

Suburban Chicago's Daily Newspaper

Founded in 1872

Independently owned and operated by Paddock Publications, Inc.

The Daily Herald is the major editorial voice for the North, Northwest and West suburban Chicago market. Currently serving more than 95 communities with 28 localized editions, the Daily Herald covers an expanding marketplace of 822,249 households with a population of 2,317,912.

ROP Rates:

Full Run

Agreement Level

	Daily	Sunday
Open	\$133.95	\$136.30
\$20,000	\$110.00	\$112.10
\$50,000	\$100.15	\$102.45
\$75,000	\$97.00	\$99.35
\$100,000	\$93.15	\$95.45
\$150,000	\$88.70	\$90.80

Color Rates:

	Spot Color	Full Color
up to 31.5 inches	\$13.50 pci	\$18.75 pci
up to 63 inches	\$10.50 pci	\$14.75 pci
up to 90 inches	\$8.50 pci	\$12.75 pci
up to 124.5 inches	\$7.50 pci	\$10.75 pci

Repeat Discounts

A 30% discount on repeat ads within 7 days of first insertion. Repeats must be identical ads.

Double Trucks:

Gutter cost equals one column.

Multiple Page Discount:

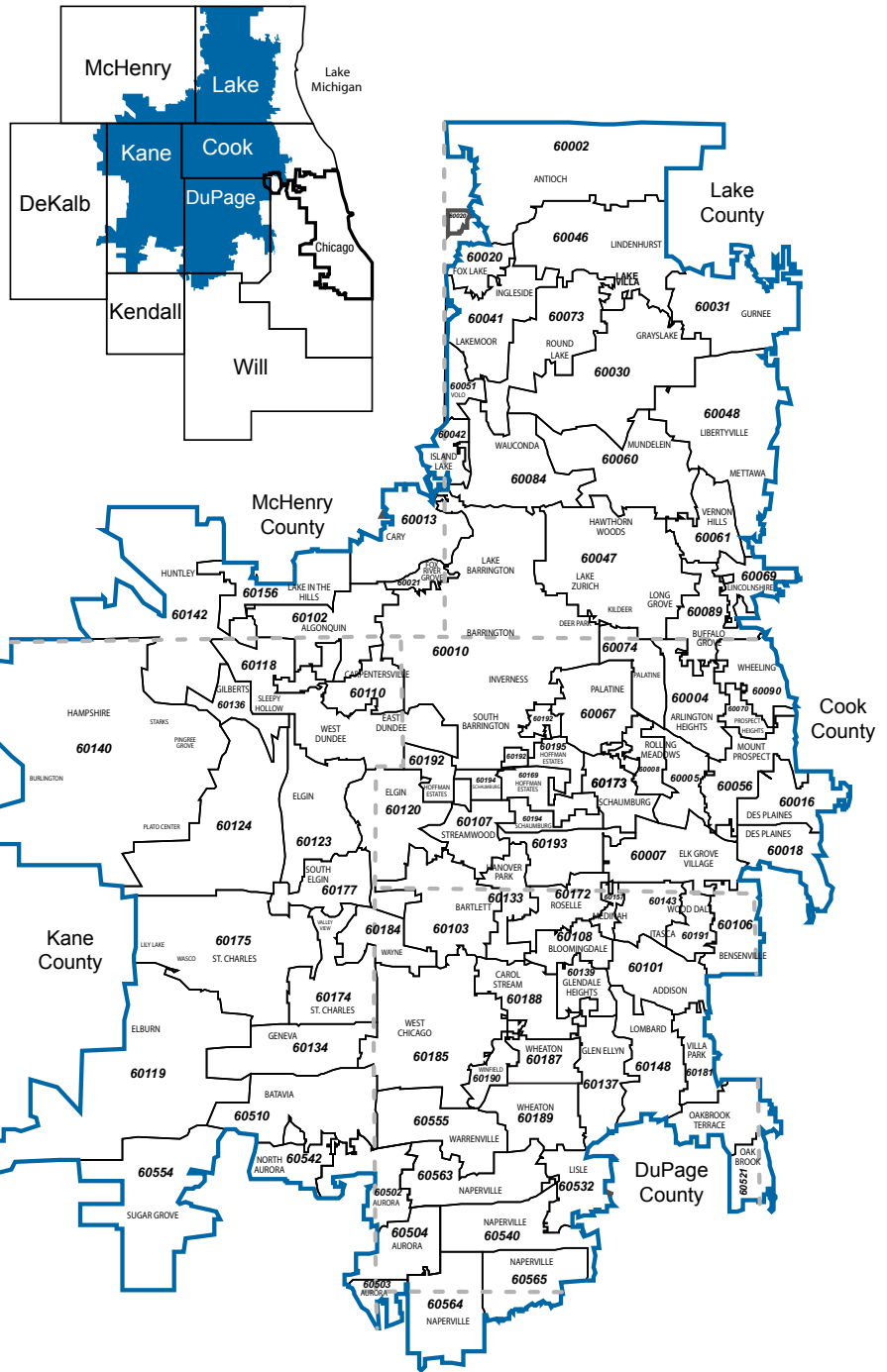
Multiple pages in the same issue receive a 30% discount off the second and subsequent pages in that issue.

Personnel

Vice President / Advertising – Scott Stone (847) 427-4630 – sstone@dailyherald.com

Director, Category Advertising – Steve Walzer (847) 427-4625 – swalzer@dailyherald.com

National Accounts – Elizabeth Reifert (678) 584-0418 – ereifert@dailyherald.com



Sources: Audit Bureau of Circulations; 2006 Claritas, Inc.
(DALY, SDLY)