

Sunday Neighbor Zone Rates

Effective date: January 1, 2009



Agreement Level	Cook County						DuPage County				Lake County		Kane (Fox Valley) / McHenry Counties				4 Zone
	C1	C2	C3	C4	C5	C6	D1	D2	D3	D4	L1	L2	F1	F2	F3	M1	
Open	21.25	41.30	30.25	21.40	32.75	38.35	18.15	27.40	19.80	12.95	22.60	14.20	22.05	10.35	19.45	10.65	73.64
\$1,000	18.15	35.20	25.75	18.25	27.95	32.75	15.40	23.35	16.85	11.05	19.30	12.30	18.75	8.80	16.65	9.10	62.80
\$2,500	17.25	33.50	24.55	17.40	26.55	21.10	14.65	22.25	16.00	10.50	18.30	12.15	17.90	8.35	15.75	8.60	59.76
\$3,500	16.40	31.95	23.35	16.50	25.30	29.65	13.90	21.15	15.25	10.00	17.45	11.60	17.05	7.95	15.00	8.20	56.96
\$5,000	15.60	30.35	22.25	15.70	24.00	28.25	13.20	20.15	14.50	9.55	16.65	11.05	16.15	7.55	14.30	7.80	54.20
\$7,500	14.85	28.85	21.15	14.95	22.85	26.90	12.60	19.15	13.75	9.05	15.75	10.60	15.40	7.20	13.55	7.40	51.64
\$10,000	14.15	27.50	20.15	14.25	21.75	25.60	11.95	18.20	13.10	8.55	15.00	10.10	14.65	6.85	12.95	7.05	49.16
\$15,000	13.40	26.15	19.15	13.50	20.65	24.35	11.30	17.30	12.45	8.15	14.30	9.65	13.90	6.50	12.30	6.70	46.76
\$20,000	12.75	24.95	18.20	12.90	19.70	23.15	10.75	16.45	11.90	7.75	13.55	9.25	13.20	6.10	11.70	6.30	44.60
\$25,000	12.10	23.70	17.30	12.25	18.70	22.05	10.20	15.65	11.25	7.40	12.95	8.80	12.60	5.85	11.10	6.00	42.44
\$35,000	11.55	22.50	16.45	11.65	17.80	20.95	9.70	14.90	10.75	7.05	12.30	8.45	12.00	5.55	10.55	5.70	40.40
\$50,000	10.95	21.35	15.65	11.05	16.90	20.00	9.25	14.20	10.20	6.70	11.70	8.10	11.40	5.30	10.05	5.50	38.44
\$75,000	10.45	20.30	14.90	10.50	16.05	18.95	8.80	13.45	9.70	6.40	11.15	7.75	10.85	5.10	9.60	5.25	36.56
\$100,000	10.00	19.35	14.20	10.00	15.30	18.00	8.35	12.80	9.25	6.05	10.65	7.45	10.35	4.85	9.10	5.00	34.72
\$125,000	9.50	18.35	13.45	9.55	14.55	17.15	7.95	12.25	8.80	5.80	10.10	7.15	9.85	4.60	8.65	4.80	33.00
\$150,000	9.05	17.50	12.80	9.05	13.80	16.30	7.60	11.65	8.35	5.50	9.65	6.90	9.40	4.40	8.25	4.55	31.36
\$200,000	8.60	16.70	12.25	8.60	13.15	15.55	7.25	11.10	7.95	5.25	9.20	6.65	8.95	4.20	7.85	4.35	29.76
\$250,000	8.20	15.80	11.65	8.20	12.55	14.80	6.95	10.55	7.60	5.00	8.70	6.40	8.50	4.05	7.50	4.15	28.32

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% / 50% / 70% discount on repeat ads within same calendar week: Sunday through Saturday. Repeats ads must be identical. Repeat discount not available on Sunday.

Combination Discount

Any combination of 2 zones: 20% discount
Any combination of 3 zones: 35% discount

Agency Commission

15% commission to recognized agencies; no cash discount available. Insertion orders containing or implying sequential liability or other such disclaimers are not accepted.

Credit

Pre-payment is required on all new account orders until proper credit is established by the Daily Herald Credit Department. Visa, Mastercard, American Express and Discover accepted.

Charity or Non-Profit Rate

\$5,000 rate on all rate cards*

*An advertiser or company that qualifies for our charity or non-profit rate is one that provides a service to the public absolutely free of charge or is raising funds for a specific cause in which all funds are going to those who will benefit.

(SLCL)

- C1** Bartlett/Hanover Park/Streamwood 60103, 60133, 60107
- C2** Des Plaines/Rosemont/Elk Grove/Mt. Prospect/Prospect Hts. 60016, 60018, 60007, 60056, 60070
- C3** Barrington/Palatine/Inverness 60010, 60067, 60074
- C4** Buffalo Grove/Wheeling/Long Grove 60089, 60090, 60047
- C5** Hoffman Estates/Schaumburg 60192, 60195, 60173, 60193, 60194
- C6** Arlington Heights/Rolling Meadows 60004, 60005, 60008
- D1** Bloomingdale/Wood Dale/Medinah/Roselle/Itasca/Bensenville 60108, 60191, 60157, 60172, 60143, 60106
- D2** Glen Ellyn/Glendale Heights/West Chicago/Wheaton/Winfield/Carol Stream/Warrenville 60137, 60139, 60187, 60190, 60188, 60185, 60555
- D3** Lisle/Naperville/Aurora 60502, 60503, 60504, 60532, 60540, 60563, 60564 (P), 60565
- D4** Lombard/Villa Park/Oak Brook/Oakbrook Terrace, Addison 60101, 60148, 60181, 60521(P)
- L1** Libertyville/Mundelein/Vernon Hills/Prairie View/Lake Zurich/Wauconda/Island Lake/Lincolnshire 60048, 60060, 60061, 60047, 60084, 60042, 60069
- L2** Gurnee/Grayslake/Fox Lake/Round Lake/Round Lake Park/Round Lake Heights/Volo/Hainesville/Round Lake Beach/Long Lake/Ingleside/Lake Villa/Lindenhurst/Antioch 60031, 60030, 60020, 60073, 60041, 60046, 60002
- F1** Elgin/South Elgin 60120, 60123, 60177
- F2** Carpentersville/East Dundee/Hampshire/West Dundee/Gilberts/Sleepy Hollow 60110, 60118, 60140, 60136
- F3** Geneva/Batavia/North Aurora/St. Charles/Elburn/Wayne/Sugar Grove 60134, 60510, 60542, 60174, 60175, 60119, 60184, 60554
- M1** Algonquin/Cary/Lake in the Hills/Fox River Grove/Huntley 60102, 60013, 60021, 60142, 60156