



**Vehicle Classified Ad Rates**

Published 7 days a week.  
Vehicle 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://graphics.dailyherald.com**

**Telephone: 847-427-4444  
Fax: 847-427-4792**

**Advertising Personnel:**

Kevin Thomson, Assistant Classified Advertising Manager  
847-427-4780 kthomson@dailyherald.com

Pete Rosengren, Asst. V.P., Director of Advertising  
847-427-4645 prosengren@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.

**Commission and Cash Discount:**

15% to recognized advertising agencies.  
No cash discount. Prepayment is required.

**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.

**PREMIUM WHEEL DEAL (any vehicle)**

**\$59 gets you 4 lines including:**  
14 days in the Daily Herald  
21 days on dailyherald.com  
2 weeks in Reflejos  
Additional lines for \$8.00 each

**ECONOMY WHEEL DEAL (any vehicle)**

**\$35 gets you 4 lines including:**  
7 days in the Daily Herald  
14 days on dailyherald.com  
1 week in Reflejos  
Additional lines for \$6.25 each

**SPECIAL NOTES**

One (1) vehicle per ad. Copy changes gladly accepted. No substitutions. All ads are prepaid. We accept all major credit cards. No refunds for early cancellation.

**VEHICLE WORDING**

For the convenience of our readers, the first word of the ad must be the MAKE of the vehicle.

**OTHER RATES AND CHARGES**

No charge for an electronic tearsheet.

**DEADLINES**

11:00 a.m. day prior for next day publication (Tuesday-Saturday)  
4:00 p.m. Friday for Sunday or Monday publication

Deadline for online submission is 1 hour earlier in all cases.

**Mechanicals:**

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