



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.