



**Business Ad Rates**  
**Business/Franchise Opportunities,**  
**Business Announcements,**  
**Business Services, Businesses for Sale,**  
**Partnerships, Municipal Listings**

Published mornings daily, Saturday and Sunday

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

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

Download camera-ready ads electronically to:  
<http://graphics.dailyherald.com>  
**AdSend: ILARL**

**Telephone: 847-427-4444**  
**Fax: 847-427-4792**  
**email: class@dailyherald.com**

**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.

**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.

**Business Rates:**

<b>Sunday</b>	<b>1X</b>	<b>\$ 17.24</b>	per agate line
<b>Weekender</b>	<b>3X</b>	<b>\$ 33.48</b>	per agate line
<b>All Week</b>	<b>7X</b>	<b>\$ 39.08</b>	per agate line
<b>Two Weeks</b>	<b>14X</b>	<b>\$ 71.42</b>	per agate line
<b>Four Weeks</b>	<b>28X</b>	<b>\$ 137.36</b>	per agate line

**Target the highly-desirable  
 Hispanic market!**

Reach 100,000 suburban households via our exclusive bi-lingual journal **Reflejos**.  
 Add \$1.00 per line. Closing time 4:00 p.m. Friday

**Business Ad Sorting:**

Ads are sorted by the size of the ad.

**Other Rates and Charges:**

e-tearsheet: no charge  
 Inserts: \$60/M - 25M minimum

**Commission and Cash Discounts:**

15% to recognized advertising agencies.  
 No cash discount. Prepayment is required.  
 Until credit is approved, and extended for billing by the Accounting Department.

**Closing Times:**

11 a.m. the day prior for Tuesday-Saturday  
 4:00 p.m. Friday for Sunday  
 4:00 p.m. Friday for Monday

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

Deadlines for display classified and ads requiring special make-up may be earlier.  
 Reflejos 4 p.m. Friday for Sunday

**Mechanicals:**

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