

Chicago

Daily Herald

Big Picture . Local Focus

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

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: 847-427-1130

email: class@dailyherald.com

Advertising Personnel:

Karrie Brooks, Classified Advertising Manager
847-427-4784 kbrooks@dailyherald.com

Kelly Bolyard, Asst. V.P., Director Digital Media/Classifieds
847-427-4305 kbolyard@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.

Rental Rates:

Sunday	1X	\$ 17.24	per agate line
Weekender	3X	\$ 33.48	per agate line
All Week	7X	\$ 39.08	per agate line
Two Weeks	14X	\$ 71.42	per agate line
Four Weeks	28X	\$ 137.36	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 the Tuesday-Thursday
5:00 p.m. Friday for Sunday
5:00 p.m. Friday for Monday

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.