



**Pets, Cemetery Lots/Crypts,
Room to Rent, Roommates Wanted,
Shared Housing, Auctions, Flea
Markets, Autos Wanted to Buy,
Auto Loans/Rentals/Svc.,
Adult/Childcare Providers,
Job Seekers, Announcements**

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

Advertising Personnel:

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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.

Commercial Rates:

Sunday	1X	\$ 6.76	per agate line
Weekender	3X	\$ 10.65	per agate line
All Week	7X	\$ 14.70	per agate line
Two Weeks	14X	\$ 24.22	per agate line
Four Weeks	28X	\$ 44.92	per agate line

All Week Package

Our most popular buy!

28X Four-Week Package

Our best buy! Lowest cost per line per day plus most opportunities to reach your qualified buyers!

**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

Ad Sorting:

For the convenience of our readers, ads are alphabetically sorted by the name of the item or category of items sold or distributed. Descriptive adjective or multiple leaders (such as AAA) are not allowed as the first word of the ad.

Commission and Cash Discounts:

Prepayment Required.
Visa/MC/Discover/American Express accepted.

Other Rates and Charges:

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

Mechanicals:

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

Closing Times:

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

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

Deadlines for display classified and ads requiring special make-up (including photos) are 2 hours earlier.