



Merchandise Ad Rates

Published mornings daily, Saturday and Sunday

Rental Advertising appears online at:
www.dailyherald.com

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

Send materials electronically to:
http://graphics.dailyherald.com
AdSend: ILARL

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

Payment:

Prepayment is required on all private party ads.
 Prepayment may be requested on commercial ads
 until credit is established and is always
 required on out-of-area ads.
 Visa/MC/Discover/American Express accepted.

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.

Merchandise Rates:

Daily	1X	\$ 4.65
Weekender	3X	7.95
All Week	7X	14.55
Two Week	14X	27.10
Four Week	28X	54.32

PER AGATE LINE

All packages include Dailyherald.com

25-4-7 Special

Our most popular private party buy!
\$25 gets you 4 Lines for 7 Days!
 (EXCLUDES ANIMALS) Prices must be listed in ad and total less than \$200.

Flat rate, no refunds for early cancellation.
 Additional lines available at additional cost.

Single-Family Garage Sales Special Up to 5 Lines for 3 Days for \$54.00

1 address must be listed in ad.
 Additional lines available at additional cost.

Multi-Family/Community Subdivision Garage Sales

Up to 5 Lines for 3 Days for \$84.00

Partner with your neighbors and list multiple addresses, or just name the block or subdivision for 1 low price.
 Additional lines available at additional cost.

Target the highly-desirable Hispanic market!

Reach 100,000 suburban households via our exclusive bi-lingual journal Reflejos.
 Add \$1 per line. Closing time 4:00 p.m. Friday

Merchandise Ad Sorting:

For the convenience of readers, ads are alphabetically sorted by keyword, the first word of the ad. In this classification that would be the item or category of items offered for sale.
 For garage sales, it is the town where the sale is held.

Mechanicals:

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

Deadlines:

11 a.m. the day prior for Tuesday-Saturday
 4:00 p.m. Friday for Sunday and Monday
 Deadline for online submission is 1 hour earlier in all cases.
 Deadlines for display classified and ads requiring special make-up may be earlier.