



### Rental Ad Rates

Effective January 1, 2011

Published mornings daily, Saturday and Sunday

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

Joan Cook, Multimedia Sales Consultant  
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Pete Rosengren, Asst. V.P., Director of Advertising  
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### Payment:

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

### Fairness & Accuracy:

Errors will be rectified by republication as deadlines permit. When republication is not an 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	\$ 14.76 per line
Weekender	3X	23.67 per line
All Week	7X	31.98 per line
Two Week	14X	57.04 per line
Four Week	28X	102.12 per line

Minimum ad size is 3 lines  
All packages include [dailyherald.com](http://dailyherald.com)

Add your company logo  
only \$10 for all 3 weekender days!

Ask about our cost-efficient contract rates

### 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

### Rental Ad Sorting:

For the convenience of readers, ads are alphabetically sorted by keyword, the first word of the ad. In this classification, the town in which the rental property is located.

### Other Rates and Charges:

Blind Box: \$90.00  
Tearsheet: e-tearsheets are available at no charge

### Deadlines:

11:00 a.m. the day prior for TUESDAY-SATURDAY  
4:00 p.m. Friday for SUNDAY  
4:00 p.m. Friday for 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.

### Mechanicals:

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