



Professional/Service Directory Advertising Rates

Published 7 days a week.

Professional/Service Directory 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

Place Your Ad Online at:
www.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.

Service Directory Rates:

Minimum ad size is 14 lines = 1 inch

We have 1 week and 4 week rates!

If your ad runs	28 days
Rate per half inch	\$ 55.00
Rate per inch	\$ 245.00

Other Rates and Charges:

Yellowing: \$35
Bolding: \$10

We have NEW Online Packages!!!

Ask about our magazine publications and interactive packages!

DEADLINES

11 a.m. day prior for **next day** publication (**Tues.-Sat.**)

10 a.m. for online submissions @ www.dailyherald.com

4:30 p.m. on Friday for **Sun. and Mon.** publication

4:00 p.m. for online submissions @ www.dailyherald.com

Deadlines for display ads and those requiring special makeup may be 24 hours earlier.

Payment:

Prepayment is expected at the time the ad is placed. Visa/MC/Discover/American Express accepted.

Ad Sorting:

For the convenience of our readers, advertisements are alphabetically sorted by the service offered.

Mechanicals:

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