

Chicago Daily Herald

Big Picture . Local Focus

Merchandise Ad Rates

Effective March 26, 2007

Published mornings daily, Saturday and Sunday

Merchandise Advertising appears online at:
www.dailyherald.com

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

Send materials electronically to:
<http://addesk.dailyherald.com>
AdSend: ILARL

Telephone: 847-427-4444
Fax: 847-427-1130

Advertising Personnel:

Pete Rosengren, Classified Advertising Manager
847-427-4769 prosengren@dailyherald.com

Kelly Casalino, Interactive Media Director
847-427-4305 kcasalino@dailyherald.com

Payment:

Prepayment is required for all private party ads. Prepayment may be requested for 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	\$1.65
Weekender	4X	6.60
All Week	7X	11.55
Two Weeks	14X	23.10
Four Weeks	28X	46.20

PER AGATE LINE

7-4-8 Special

Our most popular private party buy!

4 Lines for 7 Days for \$8

Limit of ONE priced item per ad (excludes animals) prices must be listed in ad.

Flat rate, no refunds for early cancellation.

Additional lines available at additional cost.

Garage Sale Special

Up to 5 Lines for 3 Days for \$39.00

Additional lines available at additional cost

Includes a FREE GARAGE SALE KIT

Includes placement of your Sale on our Garage Sale Finder Map, which will appear in print and online. Deadline to be included on Map is

Wednesday at 11:00.

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.

Closing Times:

10:30 a.m. the day prior

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

Circulation:

Sunday 151,567, Daily 151,200

ABC Publisher's Statement for 6 months ending
September 30, 2006