

The Herald News

ADVERTISING RATES 2009

300 Caterpillar Drive, Joliet, IL 60436 • Ph. 815/729-6137 Fax 815/729-6056
Published Mornings Daily & Sunday

Personnel:

Advertising Director

Steve Vanisko

815/729-6120

svanisko@scn1.com

Circulation:

Member Audit Bureau of Circulations.

Circulation available upon request. Member Advertising Checking Bureau.

Mechanical Measurements:

Retail: 6 Col. Broadsheet Format

	Picas	Inches		Picas	Inches
1 Col.	11p	1.833	7 Col.	85p3	14.208
2 Col.	22p9	3.792	8 Col.	97p	16.167
3 Col.	34p6	5.75	9 Col.	108p9	18.125
4 Col.	46p3	7.708	10 Col.	120p6	20.083
5 Col.	58p	9.667	11 Col.	132p3	22.042
6 Col.	69p9	11.625	12 Col.	144p	24
Gutter	4p6	.75	Depth of broadsheet page is 21"		
			Depth of 6 column tabloid page is 11.5"		

Herald News Rates:

Annual Contract Required (6x and up)

INSERTION LEVEL	DAILY (per inch)	SUNDAY (per inch)	SUNDAY PLUS ONE <small>full price Sunday, 25% off daily</small>	SUNDAY PLUS TWO <small>full price Sunday, 25% off first daily, 50% off additional days</small>	
1x	\$33.00	\$35.00	\$60.00	\$76.00	Minimum ad size 4 inches SUNDAY PLUS rates are for ads placed within a 7 day period.
6x	\$28.00	\$30.00	\$52.25	\$65.75	
12x	\$27.00	\$29.00	\$49.50	\$62.50	
26x	\$26.00	\$28.00	\$47.75	\$60.25	
52x	\$25.00	\$27.00	\$46.00	\$58.00	
99x	\$24.00	\$26.00	\$44.25	\$55.75	

Color Rates: (PER INSERTION)

AD SIZE	ONE COLOR (red)	FULL COLOR
Up to 30"	\$75	\$100
31-60"	\$135	\$200
61-126"	\$200	\$300

Weekly Publication Ad On Rates*:

	ONE PER WEEK	TWO PER WEEK	THREE OR MORE PER WEEK
1x	\$14.00	\$12.00	\$10.00
6x	\$10.00	\$9.00	\$8.50
12x	\$9.50	\$8.50	\$8.00
26x	\$9.00	\$8.00	\$7.50
52x	\$8.50	\$7.50	\$7.00
99x	\$8.00	\$7.00	\$6.50

*Rates apply with purchase of Herald News ad within 7 day period for Lincoln-Way Sun, Homer Sun, Plainfield Sun, Bolingbrook Sun and Southwest Weekly.

ROP Deadlines:

Publication Day	Deadline
Monday	Thursday, 4:00 pm
Tuesday	Friday, 12 noon
Wednesday	Friday, 4:00 pm
Thursday	Monday, 4:00 pm
Friday	Tuesday, 4:00 pm
Saturday	Wednesday, 12 noon
Sunday	Wednesday, 4:00 pm
Wednesday Joliet PennySaver	Wednesday, 12 noon

Business Builder Rates:

Annual Contract Required (6 weeks and up)

Includes two Herald News ads and two weekly pub ads in a 7 day period

	DAILY PACKAGE	SUNDAY PACKAGE	WEEKLY PUB ADD ON (each)
1 WEEK	\$55.00	\$58.00	\$10.00
6 WEEKS	\$50.00	\$53.00	\$8.50
12 WEEKS	\$48.00	\$51.00	\$8.00
26 WEEKS	\$47.00	\$50.00	\$7.50
52 WEEKS	\$46.00	\$49.00	\$7.00

Pre-Printed Insert Rates:

SIZE	PER THOUSAND RATES
8.5 X 11	\$41.00
11 X 17 (folded)	\$46.00
4 page tab	\$56.00
8 page tab	\$58.00
12 page tab	\$61.00
16 page tab (and larger)	\$66.00