

# THE FORT HOOD HERALD'S GROWING REACH

The Fort Hood Herald is a primary source of military news and advertising information for soldiers and their families. This powerful readership reaches beyond simple audience exposure. It is delivered to interested consumers who willingly invite your advertising message into their homes, as well as consumers who take action and buy.

## ADVERTISING RATES

Newspaper advertising rates, priced per column inch, are figured by multiplying total column inches by the open rate. Multiplying the number of columns in width by the number of inches in depth will provide the ad's total column inches.

## Publishes Every Wednesday

<b>Readership</b>	Daily Readers	77,500
<b>Circulation</b>	Total Daily	31,000



### Mission Statement

The mission of the Fort Hood Herald is to be the leading provider of compelling print, electronic and targeted information for Fort Hood military personnel and their families, to be a highly trusted and reliable source of that information, to protect the public's right to know and to provide high quality and value to those who depend on the Fort Hood Herald.

### Affiliations

- Associated Press
- Newspaper Association of America
- The Newspaper Network
- Better Business Bureau

### Technical Specifications

Full page is 6 columns (11.25") wide by 20.4" deep. Tab page is 5 columns (10") wide by 11" deep. Full page billed at 129", tab page is 55". Full double truck is 13 columns (24.125") wide by 21.5", and is billed at 279.5".

Display ads must be at least as many inches deep as columns wide. Ads exceeding 19.5" deep will be charged at 21.5". Display ads are rounded to the nearest quarter inch for billing. Ads utilizing the gutter must be a minimum of 121 column inches (11 columns wide by 11 inches deep). The gutter will be charged as a full column. Double trucks occupy the center spread when it's mechanically possible; the center spread is not guaranteed.

Retail Column Sizes	Classified Column Sizes
1 col = 1.77 inches	1 col = 1.181 inches
2 col = 3.667 inches	2 col = 2.439 inches
3 col = 5.563 inches	3 col = 3.698 inches
4 col = 7.458 inches	4 col = 4.957 inches
5 col = 9.354 inches	5 col = 6.215 inches
6 col = 11.25 inches	6 col = 7.474 inches
	7 col = 8.733 inches
	8 col = 9.991 inches
	9 col = 11.25 inches

RETAIL RATES		per column inch		Deadline: Monday 2:00 p.m.		
Weeks	10" or less	11"-30"	32.25" (1/4 Pg)	64.50" (1/2 Pg)	96.75" (3/4 Pg)	129" (Full Pg)
Open	\$9.77	\$9.77	\$9.60	\$9.48	\$9.35	\$9.30
2	\$9.68	\$9.53	\$9.31	\$9.19	\$9.07	\$9.02
4	\$9.58	\$9.10	\$9.03	\$8.92	\$8.80	\$8.75
6	\$9.48	\$8.69	\$8.76	\$8.65	\$8.54	\$8.49
8	\$9.39	\$8.30	\$8.50	\$8.39	\$8.28	\$8.23
12	\$9.30	\$7.93	\$8.24	\$8.14	\$8.03	\$7.99

Pick up Rate \$6.75 from Killeen Daily Herald ad (without changes)

CLASSIFIED RATES		per column inch		Deadline: Monday 2:00 p.m.		
Weeks	10" or less	11"-39"	48.50" (1/4 Pg)	96.75" (1/2 Pg)	145.50" (3/4 Pg)	193.5" (Full Pg)
Open	\$7.20	\$7.20	\$6.95	\$6.76	\$6.54	\$6.36
2	\$7.13	\$7.06	\$6.74	\$6.55	\$6.34	\$6.16
4	\$7.06	\$6.91	\$6.54	\$6.36	\$6.15	\$5.98
6	\$6.99	\$6.78	\$6.35	\$6.17	\$5.97	\$5.80
8	\$6.92	\$6.64	\$6.15	\$5.98	\$5.79	\$5.63
12	\$6.85	\$6.51	\$5.97	\$5.80	\$5.62	\$5.46

Pick up Rate \$5.65 from Killeen Daily Herald ad (without changes)

### Pre-printed Inserts

Get your ad in the door with pre-printed inserts. The Fort Hood Herald is close to the lives of many people. The paper is invited and welcomed into homes every day. Any insert, flyer, circular or brochure is more likely to be read than direct mail and is much more affordable. Inserts are priced by size and frequency. Quantities vary. Please check with your representative to verify or change your number of inserts. National preprint rates are available. See Preprint Rate Card on back.

### Maximize Your Advertising Impact

Color does more than draw attention to your ad. It helps bring it to life. Repeated studies show the same ad run with color will attract 75% more response than the black and white version during its first week. The power of color is available and affordable. Color discounts are also available.

Color	Open Rate	1/2 Page Discount	Full Page Discount
1 Color w/ Black	\$125.00	\$93.75	\$75.00
2 Color w/ Black	\$195.00	\$146.25	\$117.00
Full Color	\$250.00	\$187.50	\$150.00

### Other Charges

Excessive proof changes and ads set but not run will be charged at the rate of \$25.00 per hour. Typesetting charges are \$50.00 per hour.

### Co-op Service

Take advantage of the opportunity to have your vendors assist with the cost of your advertising! The Fort Hood Herald's Co-op Service Department can research available funds and check vendor programs, preauthorize your advertising for co-op reimbursement and process claim forms from vendors. Complete an audit form today and stretch your advertising dollar.

### Placement Fee

Any advertiser requesting a specific placement within the publication will be assessed a placement fee. Placement fees are 25% of total cost.

### Guidelines

Submission of an ad or advertising order constitutes an agreement to all terms and conditions listed herein, and such an agreement supersedes any other terms submitted by the advertiser or his agent. All rates quoted are net. All advertising is payable when ad copy is submitted unless prior credit is established.

Errors on the part of the Fort Hood Herald which render the ad valueless will be adjusted only on the part of the ad in error, and only for regular charges for that portion of the ad. Ads re-run at no charge due to errors will be run in the first available edition after the error is brought to the attention of the newspaper. Claims for the adjustment in billing must be made within 30 days of billing.

In no event shall the publisher be liable for any consequent



damages, lost profits, lost business, or any nature other than the return of charges made to the advertiser in connection with the advertising material.

The advertiser shall defend and indemnify and hold harmless the publisher against any claim of liability of losses asserted or established against the publisher by any reason of the publication of any advertisement in subsequent issues.

All advertising is subject to approval. The publisher reserves the right to revise or reject any advertisement which may be deemed objectionable, whether in subject matter, graphics, wording or setup. Proofs of ads are delivered to advertisers when requested. Advertiser or authorized agent's approval of proof removes all responsibility for errors in price or copy from the newspaper. In the case of ads running multiple times, please check your ad on the first day the ad is published. All camera work and copy produced by the Fort Hood Herald will be available to the advertiser only and will not be shared with any other company.

Space is not sold or reserved contingent upon approval of the proof. A proof may be shown on ads if the copy has been received by established deadlines for checking typographical work only. Proofs are not shown on late ads, and the Herald takes no responsibility of errors that are submitted after established deadlines.

No positions within the paper are promised; however, position requests may be granted whenever possible when such requests are in keeping with the composition policy and mechanical requirements of the publisher. Adjustments of advertising charges will not be made on the basis of an ad's position in the newspaper. Advertising which is requested to run conditionally upon receipt of a particular position will not be accepted.

Ads cannot be canceled after the established deadline, except in cases of extreme emergency and at the discretion of the publisher. If merchandise failed to arrive or is not available for sale, the Fort Hood Herald will make reasonable changes in the ad so it may be run in the space and on the day scheduled. Editorial consideration does not accompany any class of paid advertising.

All rates and policies listed herein are subject to change upon 30 days written notice.

