

Target Your Market with these special rates

January

- Bridal Planner
- Health & Fitness

February

- Super Bowl
- Progress
- Health & Fitness

March

- Home & Garden
- Health & Fitness

April

- Spring Car Care
- Health & Fitness

May

- Pet Care Guide
- Health & Fitness

June

- Graduation
- Builder's Showcase
- Travel & Recreation
- Health & Fitness

July

- Back to School I
- Health & Fitness

August

- College Football
- Health & Fitness

September

- NFL Football
- Central Texas Women in Business

- The Great Outdoors
- Health & Fitness

October

- Newcomers Guide
- Health & Fitness

November

- Auto Preview
- Wishbook
- Health & Fitness

December

- Wrap It Up
- Letters to Santa
- Health & Fitness

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 Killeen Daily 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 Killeen Daily 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 Killeen Daily 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 Killeen Daily 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.

Placement Fee

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

Modular Rates & Technical Sizes

Ad Sizes	Technical Sizes	New Rate
1/8 Page (B&W)	4.92" x 2.75"	\$180.00
1/4 Page (B&W)	4.92" x 5.5"	\$310.00
1/2 Page (B&W)	4.92" x 11"(vertical)	\$600.00
1/2 Page (B&W)	10" x 5.5"(horizontal)	\$600.00
Full Page (B&W)	10" x 11"	\$1,175.00
Full Page (1 Color)	10" x 11"	\$1,380.00
Full Page (2 Color)	10" x 11"	\$1,500.00
Full Page (Process Color)	10" x 11"	\$1,630.00

*All rates are net

Killeen Daily Herald Online

This is the foremost news source web site in Central Texas with tens of thousands of visitors each month. Drive traffic to your Web site with a hot link or gain incredible exposure from banner ads or the Internet Business Directory. Find that employee, sell that house or car, or run any other classified word or display ad on kdhnews.com.

Visit us at:

www.kdhnews.com

www.kdhjobs.com

www.kdhautos.com

www.theforthoodherald.com

www.thecoveherald.com

www.kdhpressbox.com

www.forthoodhomefinder.com

www.forthoodrentals.com

www.kdhprinting.com

NATIONAL ADVERTISING RATES & INFORMATION

October 1, 2008 - September 30, 2009

1809 Florence Rd. Killeen, TX 76541 • kdhnews.com
245-501-7536 • Fax 254-200-7636

The Killeen Daily Herald's Growing Reach

The Killeen Daily Herald is Central Texas' premier source of advertising information for consumers. 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.

Readership	Daily Readers	47,052
	Sunday Readers	59,705
Circulation	Total Daily	18,821
	Total Sunday	23,882

* Audited by Audit Bureau of Circulation

Holiday Delivery

On Thanksgiving and Christmas holidays, the Killeen Daily Herald will be delivered to all weekend subscribers. All advertisements appearing in the newspaper will be billed at Sunday advertising rates in consideration of the additional circulation received on these dates.

Market at a Glance

Central Texas is a great place to live. It offers a unique blend of contemporary services with a relaxed lifestyle. High employment and an attractive cost of living continue to help the area maintain a very healthy rate of growth. The rapidly growing communities of Harker Heights and Copperas Cove provide a vital economic resource to businesses. The operation of Fort Hood has a \$6.9 billion economic impact for the Killeen area. The Killeen Daily Herald's newspaper designated market includes Killeen, Florence, Nolanville, Fort Hood, Lampasas, Copperas Cove, Gatesville, Harker Heights and Belton with a combined population of over 300,000.

Affiliations

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

Retail Column Sizes:

1 col = 1.77 inches	2 col = 3.667 inches
3 col = 5.563 inches	4 col = 7.458 inches
5 col = 9.354 inches	6 col = 11.25 inches

Technical Specifications

Full page is 6 columns (11.25") wide by 20.4" deep. Tab page is 5 columns (10") by 11" deep. Full page billed at 129", tab page is 57.5". Full double truck is 13 columns (23") by 20.4", and is billed at 279.5".

Display ads must be 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.

Mission Statement

The mission of the Killeen Daily Herald is to be the leading provider of compelling print, electronic and targeted information in Central Texas, to be a highly trusted and reliable source of that information, to protect the public's rights to know, to provide high quality and value to those who depend on the Killeen Daily Herald.

Retail Agreement & National Rates

Gross National Agency Rates Daily \$26.11 Sunday \$24.93

Annual Expenditures	Per Col. Daily	Per Col. Sunday
Open Rate	\$20.00	\$21.75
\$1,000	16.79	18.49
\$5,000	16.60	18.16
\$10,000	15.76	17.32
\$15,000	15.45	17.02
\$20,000	15.25	16.73
\$30,000	15.09	16.59
\$40,000	14.90	16.46
\$50,000	14.60	16.18
\$60,000	14.37	16.01
\$70,000	14.27	15.88
\$80,000	14.22	15.76
\$90,000	14.17	15.62
\$100,000	14.12	15.52
\$125,000	14.01	15.43
\$150,000	13.94	15.34
\$175,000	13.89	15.25
\$200,000	13.82	15.17
\$225,000	13.72	15.07
\$250,000	13.64	14.98
\$275,000	13.54	14.90
\$300,000	13.46	14.81

*All rates are net

Maximize Your Advertising Impact

The power of color is available and affordable. Color discounts are also available.

	One Color	Two Color	Full Color
One time	\$215	\$340	\$445
12 Times/yr.	\$185	\$290	\$380
25 Times/yr.	\$165	\$260	\$340
50 Times/yr.	\$140	\$210	\$275
100 Times/yr.	\$125	\$195	\$250

*All rates are net

Deadlines

Publication Day	Deadline
Monday	Thursday 4 p.m.
Tuesday	Friday 4 p.m.
Wednesday	Monday 4 p.m.
Thursday	Tuesday 4 p.m.
Friday	Wednesday 4 p.m.
Saturday	Wednesday 4 p.m.
Sunday	Thursday 4 p.m.

Color Ads- add 24 hours to above deadlines

Fort Hood Herald



The Fort Hood Herald is the area's only independent military newspaper and serves as the primary source of military news and advertising information for soldiers and their families. With a distribution of over 31,000, it is mailed to all military families living on post and is available at over 450 newsstands areawide delivering your advertising message to a wealth of potential customers.

Publishes Every Wednesday

Readership	Daily Readers	77,500
Circulation	Total Daily	31,000

RETAIL RATES Deadline: Monday 2:00 p.m.

Weeks	10"	11"-25"	30.75"	61.50"	92.25"	123"
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

*All rates are net. Pick up Rate \$6.75 from Killeen Daily Herald ad (without changes)

CLASSIFIED RATES Deadline: Monday 2:00 p.m.

Weeks	10"	11"-39"	48.50"	96.75"	145.50"	193.5"
Open	\$7.20	\$7.20	\$6.95	\$6.76	\$6.54	\$6.36
2	\$7.13	\$7.06	\$6.74	\$6.55	\$6.34	\$5.16
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

*All rates are net. Pick up Rate \$5.65 from Killeen Daily Herald ad (without changes)

Copperas Cove Herald



The Cove Herald provides the citizens of Copperas Cove and Coryell County with a quality publication that delivers the news and information important to them in a timely and professional manner. This excellent publication allows you to target your advertising message to this growing market.

Publishes Every Thursday

Readership	Daily Readers	17,500
Circulation	Total Daily	7,000

RETAIL RATES Deadline: Tuesday 2:00 p.m.

Weeks	10"	11"-25"	30.75"	61.50"	92.25"	123"
Open	\$8.40	\$8.40	\$8.15	\$8.03	\$7.91	\$7.80
2	\$8.32	\$8.19	\$7.90	\$7.79	\$7.67	\$7.56
4	\$8.24	\$7.83	\$7.67	\$7.56	\$7.44	\$7.34
6	\$8.16	\$7.47	\$7.44	\$7.33	\$7.22	\$7.12
8	\$8.07	\$7.24	\$7.21	\$7.11	\$7.00	\$6.90
12	\$7.99	\$7.06	\$7.00	\$6.90	\$6.79	\$6.70

*All rates are net

Pick up Rate \$5.10 from Killeen Daily Herald ad (without changes)

CLASSIFIED RATES Deadline: Tuesday 2:00 p.m.

Weeks	10"	11"-39"	48.50"	96.75"	145.50"	193.5"
Open	\$7.20	\$7.20	\$6.84	\$6.71	\$6.48	\$6.29
2	\$7.13	\$7.06	\$6.63	\$6.50	\$6.28	\$6.10
4	\$7.06	\$6.91	\$6.44	\$6.31	\$6.10	\$5.92
6	\$6.99	\$6.78	\$6.24	\$6.12	\$5.91	\$5.74
8	\$6.92	\$6.64	\$6.05	\$5.94	\$5.74	\$5.57
12	\$6.85	\$6.51	\$5.87	\$5.76	\$5.56	\$5.40

*All rates are net. Classified line Ads \$0.75 per line.

Pick up Rate \$4.30 from Killeen Daily Herald ad (without changes)

Color Prices

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

*All rates are net