

## Guidelines

### Co-op Service

Take advantage of the opportunity to have others pay for your advertising! The Killeen Daily 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 dollars.

### Other Charges

Excessive proof changes and ads set but not run will be charged at the rate of \$25 per hour. Typesetting charges are \$50 per hour.

### Guidelines

Submission of an ad or advertising order constitutes an agreement of 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 rerun 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 for errors on ads 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.

### Technical Requirements

When sending electronic files, please include all art files along with the finished file and any scanned images and fonts used to create the file. Please provide a hard copy, if possible. If you need to send us a file other than on a disc, please contact your Killeen Daily Herald representative. The programs we use are Adobe InDesign, Illustrator, Photoshop and QuarkXpress. *We do not use MS Word, MS Powerpoint, MS Works.* Please provide us with the correct format listed:

**Hardware Format:** 3 1/2" Floppy Disk, CD, DVD Mac or PC

**Software Format:** Adobe InDesign, Illustrator and Photoshop, QuarkXpress

**Preferred Format:** PDF, TIFF, JPEG, EPS, camera ready

**Adsend Site code:** txkih

# REAL ESTATE ADVERTISING RATES & INFORMATION

October 1, 2008 - September 30, 2009

The collage features several real estate advertising elements:

- Open Homes** newspaper ad for Saturday, May 7, 2009, with a call to "See page 7 for more information about this featured home".
- HOUSE** newspaper ad for 1808 Clinic Dr. in Tonkay.
- FOR SALE • FOR RENT** banner for **HOMEFINDER** MAGAZINE, CENTRAL TEXAS' PREMIERE MAGAZINE, JUNE 2008, with a "FREE TAKE ONE" offer.
- LOCAL REAL ESTATE OF THE GREATER FORT HOOD AREA** banner.
- featured home** banner for 108 Casa Verde C, Brought to you by DAILY HERALD, with the slogan "Your Exclusive Real Estate Search Better than ever!".
- kdhnews.com** website screenshot showing the **KDH HOMEFINDER** interface with search filters and featured listings.
- OTHERS HOMES** banner with a "SEE PAGE 50 FOR MORE INFO" call to action.

**DAILY HERALD**  
*Better than ever!*

**1809 Florence Rd. Killeen, TX 76541**  
**245-501-7532 • Fax 254-200-7633**

## The Killeen Daily Herald's Growing Reach



### FORT HOOD HOMEFINDER MAGAZINE:

When Central Texans are searching for a new home, they turn to the Homefinder magazine - a premium, full-color magazine showcasing the area real estate. Take advantage of contract pricing for additional savings when you advertise regularly. Delivered to over 400 locations throughout Central Texas, the Homefinder magazine is quickly becoming the primary advertising vehicle for the real estate industry. Increase your real estate sales by advertising in this exclusive product. **This magazine includes process color at no additional charge and expanded reach with Homefinder Plus! Homefinder Plus is inserted into the Fort Hood Herald the first Wednesday of every month at no charge.**

AD COPY DEADLINE: 2<sup>nd</sup> Monday of each month  
DISTRIBUTION: 1<sup>st</sup> day of each month

Monthly Home Finder Magazine		10% Discount	12% Discount	15% Discount	
Page	Technical Size	Open Contract	12 Week (3 Mo.) Contract	24 Week (6 Mo.) Contract	52 Week (1 Yr.) Contract
1/4 pg	4.625x6	\$200.00	\$175.00	\$150.00	\$135.00
1/2 pg	8.237x5.5 (H)				
	4.653x11.5 (V)	\$300.00	\$270.00	\$264.00	\$255.00
Full Pg	8.75x11.5	\$400.00	\$360.00	\$352.00	\$340.00
Center Dbl Truck	17x11.5	\$800.00	\$720.00	\$704.00	\$680.00
Back Cover	8.75x11.5	\$700.00	\$630.00	\$616.00	\$595.00
Front Cover	8.5x8.4	\$800.00	\$720.00	\$704.00	\$680.00

\*All ads must accommodate a .5" bleed on all sides.

### SUNDAY REAL ESTATE GUIDE:

The Sunday magazine offers another exciting section tailor-made for Real Estate. This colorful magazine offers a substantial discount on full-color ads and is a full-service product for anyone looking to buy, sell, rent, or make over a home. It features articles about real estate, helpful hints, advertisements from area real estate companies and individual Realtors®, featured builders, rental and real estate listings, home improvement services, local trends in real estate and much more! **This guide includes process color at no additional charge.**

AD COPY DEADLINE: Mondays at noon  
DISTRIBUTION: Inserted into the Sunday paper

Page	Technical Size	Open	5% Discount	8% Discount	10% Discount	12% Discount	15% Discount
2x2	3.792x2	\$68.00	\$64.60	\$62.56	\$61.20	\$59.84	\$57.80
1/8 pg	4.94x2.8	\$115.00	\$109.25	\$105.80	\$103.50	\$101.20	\$97.75
1/6 pg	4.94x3.75	\$180.00	\$171.00	\$165.60	\$162.00	\$158.40	\$153.00
1/4 pg	4.94x5.7	\$270.00	\$256.50	\$248.40	\$243.00	\$237.60	\$229.50
1/2 pg	10.325x5.7 (H) 4.94x11.5 (V)	\$500.00	\$475.00	\$460.00	\$450.00	\$440.00	\$425.00
Full Pg	10.325x11.5	\$885.00	\$840.75	\$814.20	\$796.50	\$778.80	\$752.25



## Target Your Market

### SATURDAY OPEN HOMES:

In addition to daily advertising in the Daily Herald, the real estate community has the opportunity to capture potential customers through the Saturday Open Homes section. Open Homes features full-color ads at over 67% discount from normal full-color rates, and is placed ideally in the Real Estate Classified section.



AD COPY DEADLINE:  
Thursday at 4 p.m.  
DISTRIBUTION:  
Saturday newspaper  
RATE: \$14.95/pci

### FortHoodHomeFinder.com FortHoodRentals.com

Individuals from over 70 countries turn to these web sites as their primary resource for their real estate needs. The Daily Herald's Web Department works one-on-one with area agencies and Realtors to provide the most up-to-date local information on Central Texas real estate listings. Both web sites feature area Realtors while showcasing the most current MLS listings.



### REAL ESTATE CONNECTION:

Showcase your business in our Fort Hood Herald & Cove Herald Real Estate Connection. The Fort Hood Herald is a primary source of military news and advertising information for soldiers and their families. The Cove Herald provides total market coverage to Copperas Cove and Coryell County. These papers are delivered to interested consumers who willingly invite your advertising message into their homes. **This special section includes process color at no additional charge.**

### FORT HOOD HERALD

AD COPY DEADLINE: Monday at noon  
DISTRIBUTION: Every Wednesday  
RATE: 9.77 pci

### COVE HERALD

AD COPY DEADLINE: Tuesday at noon  
DISTRIBUTION: Every Thursday  
RATE: 8.40 pci



## 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, a highly trusted and reliable source of that information, protect the public's right to know and provide high quality and value to those who depend on the Killeen Daily Herald.

## 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, Copperas Cove, Gatesville, Harker Heights and Belton with a combined population of more than 300,000.

## Placement Fee

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

### Killeen Daily Herald

#### Display Ad Deadlines

Publication Day	Deadline	Time
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

#### Classified Word Ad Deadlines

Publication Day	Deadline	Time
Monday	Friday	5 p.m.
Tuesday	Monday	3 p.m.
Wednesday	Tuesday	3 p.m.
Thursday	Wednesday	3 p.m.
Friday	Thursday	3 p.m.
Saturday	Friday	3 p.m.
Sunday	Friday	5 p.m.