

Target your Market

Dollar Saver

Rack distributions at over 300 locations make this publication highly visible and a bargain for advertisers. This publication contains advertising from local retailers, employment, automotive and private parties. Special discounts are available to advertisers already using the regular paper. Open rate is \$5.26 per column inch, front-page placement will have a 25% surcharge plus one color.

Mini Billboard Programs

Achieve maximum impact through maximum exposure with your advertising message! It allows you to reach your customers with a hard-hitting customized sales message at a very low cost. These 8.5x 11 sheets may include messages on both sides of the sheet or one side with one or two colors of ink. Other print options are available at individually quoted prices. Deadline for materials to be typeset is 10 days prior to insertion date. Camera ready art can be accepted 7 days in advance. Quick turn orders may be received 5 days prior to insertion date with a \$2 per thousand surcharge.

Job Finder

Find the perfect employee by placing your recruitment ad in the Job Finder. This special tab is inserted into the Killeen Daily Herald every Thursday with additional copies distributed at newsstands from Temple to Lampasas. A great way to maximize your recruitment efforts.

KDHjobs.com

This is the premier online employment source in Central Texas with millions of visitors each month, the highest viewed employment site between Austin and Dallas. Post your job openings (display or word ads) and find that special employee by advertising online at kdhjobs.com in combination with your ad in the Killeen Daily Herald.

Placement Fee

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

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

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 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.

RECRUITMENT ADVERTISING RATES & INFORMATION

October 1, 2008 - September 30, 2009



DAILY HERALD
Better than ever!

1809 Florence Rd. Killeen, TX 76541 • 245-501-7490 • Fax 254-200-7600
kdhnews.com • kdhjobs.com

The Killeen Daily Herald's Growing Reach

The Killeen Daily Herald is Central Texas' primary 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

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 right to know, to provide high quality and value to those who depend on the Killeen Daily Herald.

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

Affiliations

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

Technical Specifications

Full Page is 9 columns (11.25") wide by 20.4" deep. Tab page is 5 columns (6.215") by 11" deep. Full page billed at 193.5", tab page is 92 ". Full double truck is 19 columns (24.125") by 20.4", and is billed at 408.5".

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.

Classified Open Rate Daily \$16.71 Sunday \$20.52

Local Classified Agreements

Annual Expenditures	Per Col. Daily	Per Col. Sunday
Open Rate	\$16.71	\$20.52
\$1,000	12.67	16.43
\$5,000	12.61	16.10
\$10,000	12.55	16.00
\$15,000	12.50	15.95
\$20,000	12.42	15.86
\$30,000	12.31	15.79
\$40,000	12.16	15.67
\$50,000	12.05	15.56
\$60,000	11.95	15.44
\$70,000	11.90	15.34
\$80,000	11.84	15.28
\$90,000	11.79	15.23
\$100,000	11.71	15.17
\$125,000	11.61	15.06
\$150,000	11.52	15.02
\$175,000	11.44	14.95
\$200,000	11.33	14.89
\$225,000	11.24	14.82
\$250,000	11.15	14.75
\$275,000	11.05	14.67
\$300,000	10.96	14.60

Classified Column Sizes:

1 col = 1.181"	4 col = 4.957"	7 col = 8.733"
2 col = 2.439"	5 col = 6.215"	8 col = 9.991"
3 col = 3.698"	6 col = 7.474"	9 col = 11.25"

Line Ads

Consecutive day discounts are available. Make your classified line-ad stand out with an attention grabber or logo - ask your sales representative for details. Classified display ads will be positioned according to size in keeping with the standard page makeup and will be placed in, or as close to their classification whenever possible. No adjustment of advertising changes will be made on the basis of an ad's position within the classified section.

KDHJobs.com

This is the premier online employment source in Central Texas with millions of visitors each month, the highest viewed employment site between Austin and Dallas. Post your job openings (display or word ads) and find that special employee by advertising online at kdhjobs.com in combination with your ad in the Killeen Daily Herald.

Internet Rates Display Ads \$15.00/week

Standard Frequency	Full Run	Zoned
Standard Card (up to 8.5x11)	\$40.50	\$45.50
4-Page Tab (2-Pg. Standard)	55.50	65.50
8-Page Tab (4-Pg. Standard)	55.50	65.50
12-Page Tab (6-Pg. Standard)	57.50	67.50
16-Page Tab (8--Pg. Standard)	59.50	69.50
20-Page Tab (10-Pg. Standard)	61.50	71.50
24-Page Tab (12-Pg. Standard)	63.50	73.50
28-Page tab (14-Pg. Standard)	65.50	75.50
32-Page Tab (16-Pg. Standard)	67.50	77.50
36-Page Tab (18-Pg. Standard)	69.50	79.50
40-Page Tab (20-Pg. Standard)	71.50	81.50

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.

Non-Profits Enjoy Low Rates

These reduced rates are available to non-profit charitable groups that work to better our community.
Daily \$12.67 Sunday \$16.43 (per column inch)

Frequency Discounts

Build your business through brand recognition while saving money. Receive a 40% discount by picking up your ad within 6 days of the initial run. Sunday ads do not apply.

Special Rates

Legal Advertising	\$2.70 per line
Blind Box Charges	\$15.00

Deadlines

Display Ad 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

Word Ad Deadlines

Publication Day	Deadline	
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.

Maximize Your Advertising Impact

Color draws 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.

	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

Other Charges

A surcharge of \$25.00 per hour will apply to excessive proof changes and ads type set but not published. Camera charges have a \$5.00 minimum. Typesetting charges: \$50.00 per hour.

Out Of Area

- Classified Daily	\$19.00
- Classified Sunday	\$21.32