

## Target Your Market

### TV Book

Entertainment news and stories are highlighted in this special Sunday pull-out section. Broadcast, cable & satellite programming are features that readers use on a daily basis throughout the week. Consecutive run discounts are available. All ads are in full color!

### Sunday Wrapper

This Sunday Wrapper publishes every Sunday in the Killeen Daily Herald as a jacket for preprints and national inserts. It allows you to target specific areas of Central Texas. Place an ad on the Sunday Wrapper and achieve total market coverage with great savings.

### Spotlight Your Business

This is a great opportunity for new and established businesses to tell the community about events, anniversaries and more. This special page is published every Monday spotlighting our local businesses. Our staff writers and photographers are available to maximize your advertising dollars with quality feature stories.

### 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 8.5 x 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.

### kdhnews.com

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.

### 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.

### 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 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.

# RETAIL

## ADVERTISING RATES & INFORMATION

October 1, 2008 - September 30, 2009





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

**254-501-7530    Fax 254-200-7600    1809 Florence Rd. Killeen, TX 76541**  
**kdhnews.com • thecoveherald.com • theforthoodherald.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

### 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 300,000.

### Affiliations

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

### 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.

## 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.

**Retail Open Rate**      Daily \$20.00      Sunday \$ 21.75

## Local Retail Agreement

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

### 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

## Pre-printed Inserts

Get your ad in the door with pre-printed inserts. The Killeen Daily 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.

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 dollar

### Non-Profits Enjoy Low Rates

These reduced rates are available to non-profit charitable groups that work to better our community.  
Daily \$16.79      Sunday \$18.49

### 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 Deadline

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 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.

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

### 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.