

Target your Market

Progress Edition

Each new year brings a time of reflection on the growth and development of the Central Texas area. The Progress Edition gives insight to the past year's achievements in several areas including Business, Fort Hood, Education, Recreation, Medical and the surrounding communities.

Newcomer's Guide

With Fort Hood as the centerpiece of our economy, Central Texas enjoys an influx of new residents every year. The Newcomer's Guide serves as the best source of information for anyone new to our area. With added distribution to Fort Hood, area chambers of commerce, hotels and other various businesses, this is the perfect place to advertise your business.

Football

This annual section provides the most comprehensive coverage of our local high school teams. We also have separate college and NFL sections, something for every football fan.

Central Texas 100 Best

What's hot about our area? This annual reader's survey polls the best 100 categories including food, lifestyles, services, healthcare, automotive, home and entertainment. It is one of our most popular and highly anticipated special sections.

Auto Preview Edition

This annual new car preview is an excellent way to reach car enthusiasts and buyers alike. It is a perfect opportunity for auto dealers to promote their products and services to our 60,000 readers.

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 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 in 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.

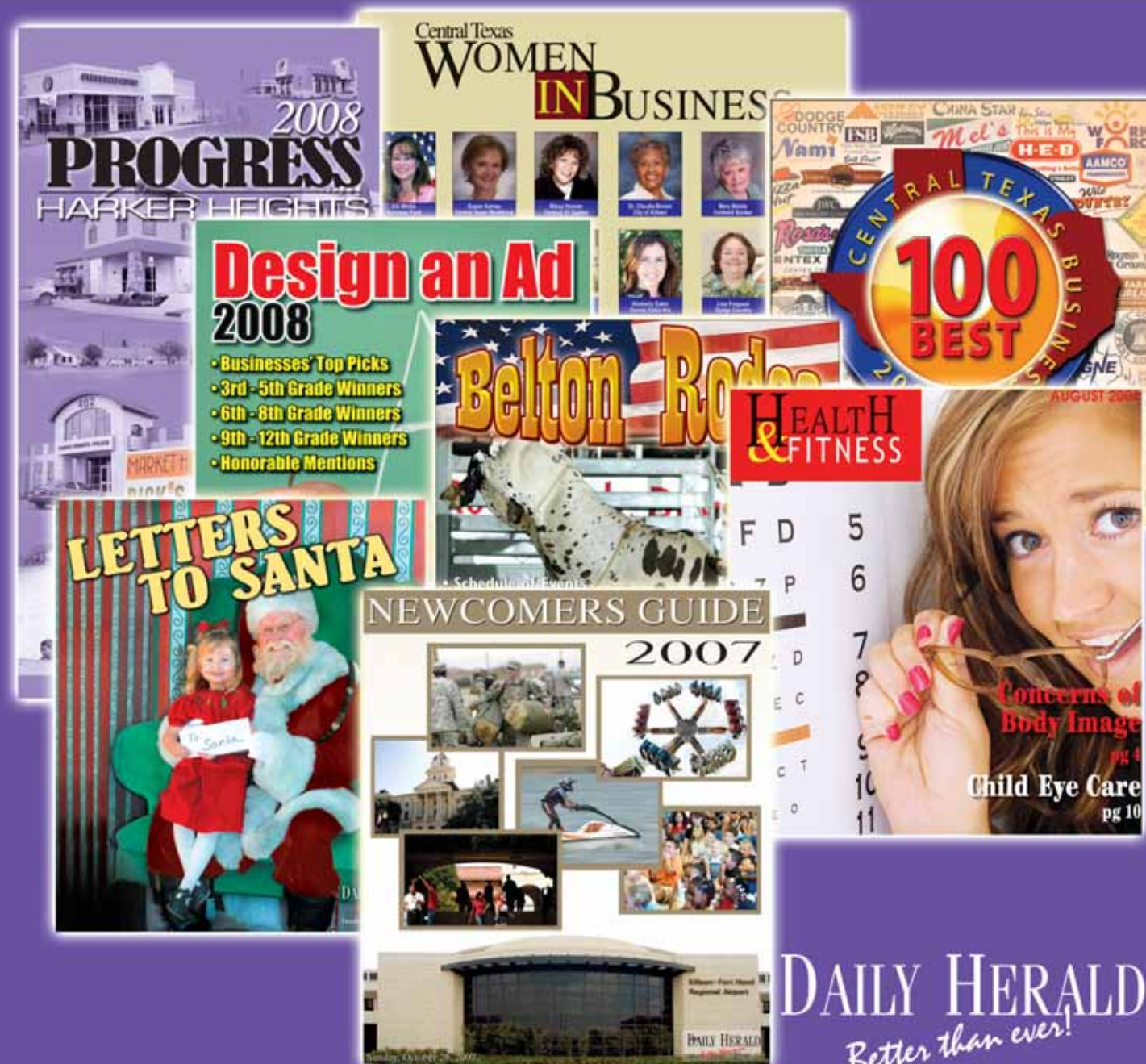
Ads cannot be canceled after the established deadline, except in cases of extreme emergency and at the discretion of the publisher. If merchandise failed to arrive or is not available for sale, the Killeen Daily Herald will make reasonable changes in the ad so it may be run in the space and on the day 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.

SPECIAL SECTIONS

ADVERTISING RATES & INFORMATION

October 1, 2008 - September 30, 2009



DAILY HERALD
Better than ever!

1809 Florence Rd. Killeen, TX 76541 • 245-501-7530 • Fax 254-200-7600
kdhnews.com • theforthoodherald.com • thecoveherald.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

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, Lampasas, Nolanville, Fort Hood, 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

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

Modular Rates

Ad Sizes	New Rate
1X2 Page (B&W)	\$67.00
2 x2 Page (B&W)	\$108.00
1/8 Page (B&W)	\$190.00
1/4 Page (B&W)	\$320.00
1/2 Page (B&W)	\$610.00
Full Page (B&W)	\$1,185.00
Full Page (1 color)	\$1,390.00
Full Page (2 color)	\$1,510.00
Full Page (Process color)	\$1,640.00

*All rates include a \$10.00 internet fee.

Modular Sizes

1x2 = 1.77" x 2"
2x2 = 3.667" x 2"
1/8 pg = 4.92" x 2.75"
1/4 pg 4.92" x 5.5"
1/2 pg = 4.92" x 11" (vertical)
1/2 pg = 10" x 5.5"(horizontal)
Full Page = 10" x 11"

January

Bridal Guide
Honor Roll
Health & Fitness
Exploring Diversity
Young Indiana Jones and the Plantation Treasure

February

Super Bowl
Progress Edition
Health & Fitness

March

Design an Ad
Junior Livestock Show
Home & Garden
Health & Fitness

April

Health & Fitness
Spring Car Care
Locally Owned Business
Easter Services
Earth Patrol
Earth Day Every Day

May

Rabbit Fest
Financial Planner
Pet Care
Health & Fitness
America the Diverse
Get Fit

June

Graduation
Builder's Showcase
Travel & Recreation
Central Texas 100 Best
Summer Fun
Health & Fitness

July

Health & Fitness
Back to School I
Belton Rodeo

August

Back to School II
High School & College Football
Health & Fitness

September

NFL Football
Health & Fitness
The Great Outdoors
Central Texas Women in Business

October

AUSA
Newcomer's Guide
Health & Fitness
Safety First
Young Indiana Jones and the Secret City

November

Auto Preview
Wishbook
Health & Fitness
Electing a President

December

Songbook
Wrap It Up
Letters to Santa
Health & Fitness

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.

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.

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
One Time/yr.	\$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

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.

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.

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.

Color Ads - add 24 hours to above deadlines