

Herald Democrat

903-893-8181 (FAX) 903-893-8180
603 S. Sam Rayburn Freeway (75090)
P.O. Box 1128 (75091)
Sherman, Texas

903-465-7171 (FAX) 903-465-7188
331 West Woodard (75020)
P.O. Box 329 (75021)
Denison, Texas

National Rate Card Number Ten October 1, 2008

1. PERSONNEL

Publisher..... John P Wright, III
Advertising Director..... Wes King
National Director..... Wes King
Classified Advertising Manager Jennifer Parker

2. REPRESENTATIVE

Contact the Herald Democrat

3. COMMISSION AND TERMS OF PAYMENT

15% to recognized agencies. No cash discounts are given. Billing cycle begins on the first day of the month and extends through the last day of the month. The agency or agent placing advertising will be responsible for payment within the terms below:

- National advertising charges are "cash with order" unless advertising is placed through Newspaper First or a recognized advertising agency which has credit established at this newspaper.
- Advertisers/agencies who have established credit with this newspaper are billed monthly, and payment is due upon receipt of statement.
- Nonpayment of advertising charges by the last day of the month following the month in which the advertising appears shall, at the publisher's opinion, be deemed a breach of contract.
- This newspaper reserves the right to refuse any advertising from any advertiser whose account is in arrears.

4. RATE POLICY

- All contracts accepted subject to rate revision by Publisher on 30 days notice.
- Payment in advance is required for political and transient accounts.
- The Publisher reserves the right to approve or reject advertisements.
- Acceptance of payment for advertising or advertising copy by an employee of this newspaper is subject to review, approval and acceptance by management, which reserves the right at any time to reject any advertising which is submitted for publication in this newspaper.
- Advertiser/agent consents to receive faxes and/or e-mail sent by or on behalf of the Herald Democrat and its subsidiaries and affiliates. Advertiser/agent agrees to provide correct mailing address, e-mail address, telephone number and fax number to the Herald Democrat. Such consent shall remain in effect until such time as the advertiser/agent terminates the consent by notifying the Herald Democrat in writing. Advertiser/agent acknowledges that if consent is revoked, it may not receive electronically copies of advertising proofs, promotion notices, or invoices.

5. ROP/PREPRINT RATES

	Daily	Sunday
Per Inch (SAU)	\$41.23	\$42.70

Newsplan Contract Rates

Contract discounts are offered for Newsplan programs.

	Daily	Sunday
6 pages (5%)	\$39.1685	\$40.5650
13 pages (7%)	\$38.3439	\$39.7110
26 pages (10%)	\$37.1070	\$38.4300
52 pages (15%)	\$35.0455	\$36.2950
65 pages (16%)	\$34.6332	\$35.8680
78 pages (17%)	\$34.2209	\$35.4410
91 pages (18%)	\$33.8086	\$35.0140
104 pages (20%)	\$32.9840	\$34.1600

Preprint Rates

Per Thousand..... \$60.00

- Maximum dimension of insert section must not exceed 11 1/2" x 10 1/4".
- Preprints must be delivered to the newspaper, packaged or strapped, five days prior to the date of insertion.

6. GROUP COMBINATION RATES

Does not apply.

7. COLOR RATES

One color and black.....	\$236.00
Two colors and black	\$436.00
Three colors and black	\$654.00

Minimum Size 30 Col. Inches (6 col. format)

8. SPECIAL ROP UNITS

Does not apply.

9. SPLIT RUN

Does not apply.

10. SPECIAL SERVICES

Does not apply.

11. SPECIAL DAYS/PAGES/FEATURES

Best Food Day - Wednesday
Business news - Daily & Sunday
Religion - Friday