

Herald Democrat

Retail Rate Card Number Ten October 1, 2008

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

1. PERSONNEL

Publisher..... John P Wright, III
 Advertising Director..... Wes King

5. ROP/PREPRINT RATES (Black/White Rates)

ALL RATES NET TO THE HERALD DEMOCRAT

Space volume discounts will be based on the amount of column inches used during a calendar month.

COLUMN INCHES

From	To	Daily Rate	Sunday Rate
1	- 5	\$26.50	\$28.45
6	- 17	\$24.80	\$26.20
18	- 37	\$24.15	\$25.50
38	- 74	\$23.85	\$25.10
75	- 149	\$23.30	\$24.60
150	- 299	\$22.75	\$24.05
300	- 524	\$22.50	\$23.85
525	- 749	\$21.95	\$23.15
750	-1124	\$21.60	\$22.80
1125	-1499	\$21.25	\$22.50
1500	& up	\$20.95	\$22.20

Special Section, Merchant Groups or Shopping Center Promotions

Per Inch **Daily \$21.20** **Sunday \$21.90**

Monthly Card Ads

Minimum of 30 consecutive days. Copy changes allowed once each month per column inch **\$11.85**

Every Other Day Card Ads

3 insertions weekly - minimum 4 weeks - no copy changes. per column inch **\$12.45**

Six Day Card Ad

One column inch or more to run six consecutive publication days (no copy changes) per column inch **\$13.10**

Non Profit Rate

Rate applies to civic or religious organizations when their advertising purpose is clearly in the interest of the community, message of thanks or celebration placed by individuals which are clearly not commercial in nature. Documentation required.

Per Column Inch **Daily \$12.55** **Sunday \$13.20**

Special 1/2 Price Pickup Rate

A charged volume discount of 50 % will be applied to any advertisement repeated on a Monday and/or Tuesday within six days of original full price insertion. A volume discount of 50% will be applied to advertisements repeated on Friday from the preceding Wednesday or Thursday, Only 50% of total lineage, of discounted ads, will be computed in earning space volume discount rates.

3 For 2

Repeat any ad three times in six days and third publication is Free. 10 inch minimum - no copy change and free inches do not accumulate to earned rate.

Multiple Page Discounts

A charged volume discount of 15% will be applied to all three pages when three consecutive pages are used. A 20% discount will be applied to all of four pages. A 25% discount will be applied to all when five or more consecutive pages used.

Business and Professional Page

\$55.00 per week (In Print and Online)
 (limited space availability)

Political Rate

Per Column Inch **Daily \$20.90** **Sunday \$22.50**

Preprint Rates and Policies

\$51.00 Per Thousand

Single Sheet **\$40.00** Per Thousand

a. Annual preprint volume contracts available at the following rates: Insert Frequency Cost/Thousand

Per Year	Cost/Thousand
12 - 23	\$48.00*
24 - 47	\$46.00*
48 - 71	\$44.00*
72 - 95	\$39.00*
96 - 110	\$35.00*
111 & up	\$33.00*

* Signed agreement required, \$1 per thousand additional charge for preprints exceeding 14 standard or 28 tab and an additional charge of \$.50 per thousand for inserts exceeding 16 standard or 32 tab.

7. COLOR RATES

One color and black.....	\$200.00
Double Truck One color and black.....	\$335.00
Two colors and black	\$370.00
Double Truck Two colors and black	\$630.00
Three colors and black	\$555.00
Double Truck Three colors and black	\$945.00

Minimum Size Requirement: 30 col. inches

14. CLOSING TIMES

Day of Publication	Deadline
Sunday	Thursday 12 Noon
Monday	Friday 12 Noon
Tuesday	Friday 4 PM
Wednesday	Monday 12 Noon
Thursday	Tuesday 12 Noon
Friday	Wednesday 12 Noon

20. CIRCULATION

Member of CAC
 Current statement available upon request.