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# Herald Democrat

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Classified Rate Card Number Seven 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  
Classified Advertising Manager ..... Jennifer Parker

## 2. REPRESENTATIVE

Contact the Herald Democrat

## 3. COMMISSION AND TERMS OF PAYMENT

Retail classified rates are non-commissionable. No Cash discounts are given.

- All advertising charges are payable in advance except for accounts that have established credit with this newspaper.
- Advertisers 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

- Earned rates are based on the total amount of advertising used by the advertiser during a billing month.
- 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.

## 5. ROP/PREPRINT RATES

See Retail rate card.

## 6. GROUP COMBINATION RATES

Does not apply.

## 7. COLOR RATES

Color advertising will be charged at the appropriate black - and - white space rate, plus a color charge.

One color and black.....**\$200.00**  
Two colors and black.....**\$370.00**  
Three colors and black .....**\$555.00**

## 8. SPECIAL ROP UNITS

Does not apply.

## 9. SPLIT RUN

Does not apply.

## 10. SPECIAL SERVICES

Layout service is available to assist the advertiser at no charge.  
Associated Press Ad Send

## 11. SPECIAL DAYS/PAGES/FEATURES

Best automotive day - Friday & Sunday  
Best real estate day - Sunday

## 12.ROP DEPTH REQUIREMENTS

- All advertisements must be as many inches deep as columns wide.
- All advertising measuring more than 19 inches in depth will be charged at full 21 1/2 inch depth.

## 13. CONTRACT AND COPY REGULATIONS

- Proofs - proof to advertiser removes all responsibility for errors in prices or copy from the newspaper when advertiser or agent approves it.
- Adjustments - will be made not to exceed the cost of the advertisement when error is made through no fault of the advertiser. A composition charge of \$1.00 per inch will be made for advertisements set but not published.
- Error Responsibility - the Herald Democrat assumes no responsibility for error in advertising copy when ad is accepted after deadlines or when proof has been approved by the advertiser, his agent or representative, and in no case will adjustments be made for more than the cost of that part or parts of the advertisement in error.
- Liquidation or Going Out of Business Sale - cash must accompany all advertisements declaring a merchant's intention to close or go out of business regardless of previous credit establishment.
- Multi-Signature Advertising - any advertisement appearing with the names of two or more firms will be billed at the open rate.
- The classified display advertising rates listed on this card shall apply only to an individual advertiser who sells direct to the consumer a commodity or service through one or more retail outlets which he owns or controls and whose signature alone appears in the advertisement.
- News Style Ads - ads in news style must carry the word "advertisement" in 8 point type or larger.

h. "Advertiser represents that all advertising copy is truthful and not misleading. Advertiser shall indemnify and hold Publisher harmless from any claim against Publisher arising out of or in connection with publication of advertising (except for modifications made by Publisher without advertiser's approval) including, but not limited to, claims for libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal trade practices acts if Advertiser claims copyright ownership in any of the advertising published. Advertiser must include proper notice of its copyright claim in the body of the advertisement otherwise copyright ownership shall remain with Publisher."

**14. CLOSING TIMES**

**Classified Display**

| <b>Day of Publication</b> | <b>Deadline</b>  |
|---------------------------|------------------|
| Sunday .....              | Thursday 12 Noon |
| Monday .....              | Friday 4 PM      |
| Tuesday .....             | Friday 4 PM      |
| Wednesday .....           | Monday 4 PM      |
| Thursday .....            | Tuesday 4 PM     |
| Friday .....              | Wednesday 4 PM   |

**15. MECHANICAL MEASUREMENTS**

**Maximum depth 21 1/2 inches**

**Printing Process**

Printing is by offset process.

**16. SPECIAL CLASSIFICATION RATES**

Legal advertising \$12.70 per inch.

**17. CLASSIFIED RATES**

**Classified Display Rates**

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

**MONTHLY EARNED RATES**

| Earned Inches   | Rate Per Column Inch |                |
|-----------------|----------------------|----------------|
|                 | <b>Daily</b>         | <b>Sunday</b>  |
| 1 - 24 .....    | <b>\$16.14</b>       | <b>\$16.85</b> |
| 25 - 49 .....   | <b>\$15.84</b>       | <b>\$16.48</b> |
| 50 - 99 .....   | <b>\$15.48</b>       | <b>\$16.00</b> |
| 100 - 199 ..... | <b>\$15.18</b>       | <b>\$15.65</b> |
| 200 - 299 ..... | <b>\$14.82</b>       | <b>\$15.37</b> |
| 300 - 399 ..... | <b>\$14.30</b>       | <b>\$14.84</b> |
| 400 - 499 ..... | <b>\$14.00</b>       | <b>\$14.50</b> |
| 500 - 599 ..... | <b>\$13.45</b>       | <b>\$14.12</b> |
| 600 - 799 ..... | <b>\$13.13</b>       | <b>\$13.72</b> |
| 800 & up .....  | <b>\$12.84</b>       | <b>\$13.40</b> |

Classified and local display inches will not be combined for discounts.

Blind box charge - **\$15.00**

If mailed - **\$20.00**

**Repeat Ad Discount**

One - half (1/2) discount will be applied to advertisements republished from the preceding five issues. No copy changes will be allowed. No discount on color changes. Minimum size - four column inches.

**Monthly Card Ads**

Minimum of 30 consecutive days. Copy changes allowed once each month ..... per column inch **\$9.90**

**Every Other Day Card Ads**

3 insertions weekly - minimum 4 weeks - No copy changes. .... per column inch **\$10.40**

**Six Day Card Ad**

One column inch or more to run six consecutive publication days (no copy changes) ..... per column inch **\$10.85**

**Classified National Rate**

**(Agency commissionable)** **Daily Sunday**  
Per Column Inch..... **\$22.40 \$23.10**  
(Minimum Size 1 Column x 1 Inch)

- a. Publisher reserves the right to reject, edit, revise or properly classify advertisements.
- b. Errors should be reported immediately. The first insertion of an ad is considered proof of publication and adjustments are made on basis of first publication only.
- c. Words used to advertise the Herald Democrat blind box as address counts as part of the advertisement. A service charge is made for each blind box schedule.
- d. Classified ads canceled before date of expiration will be billed only for days published with the exception of special rates.

**18. COMICS**

Does not apply.

**19. MAGAZINES**

Does not apply.

**20. CIRCULATION**

Member of CAC  
Statement available upon request.