

NorthSound Shopping

Classified Rates 2009

A Non-Subscriber Product Delivered by The Daily Herald Company



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Email: NorthSoundShopping@heraldnet.com

Rates effective February 10, 2009. Subject to change without notice.

1. Total Market Coverage

The NorthSound Shopping publication is delivered through US Mail to 122,043 households who do not currently subscribe to The Daily Herald. When used in addition to your Daily Herald investment, your total distribution will reach 95% of homes in North, East and Central Snohomish County.

2. Distribution

Household Distribution: 122,043 • Retail Distribution: 2,070

3. Display Rates

Consecutive Display Advertising Rates:

Frequency and consistency give your company more awareness. NorthSound Shopping offers these special advertising rates to its consistent advertisers.

Open Rate: \$25.00 per column inch

Ad Size	4-Weeks	13-Weeks	26-Weeks	52-Weeks
1"-5"	\$22.34	\$21.35	\$19.48	\$18.26
6"-30"	\$20.99	\$20.28	\$18.95	\$17.69
31"-60"	\$20.86	\$19.74	\$18.57	\$17.33
61"-91"	\$20.41	\$19.23	\$18.26	\$16.98

Agreement must be signed in advance to take advantage of these special offers.

4. Classified Line Rates

Commercial Liners:

1-10 lines	\$15.69
Each additional line	\$ 1.56

Service Directory

1-10 lines	\$11.29
Each additional line	\$ 1.13

5. Color Rates

Color Rates: Rates are calculated per inch with minimum and maximum charges. A signed agreement in advance is necessary to receive frequency rates. Pickup discounts apply to color. Screens are allowed. CMYK only. Order using NAA color codes. Double-trucks or mini-doubletrucks will incur two color charges.

Color Charges:

	Minimum		Maximum Charge		
	Rates/Inch	Charge	Open	12x	24x
Full color	\$13.00	\$200	\$945	\$850	\$800

6. Premium Positions

NorthSound Shopping has several premium positions for advertisers. Please ask your account executive for details.

7. Deadlines

Display deadline	Classified line ad deadline
Thursday 3 pm	Friday 3 pm

8. Dimensions

- Display Ads: 2" minimum
- Page Depth: 21"
- Page Width: 8 Columns
- Specify ad depth in 1/4" increments
- 2-inch minimum, included in-column, multi-column, graphics, logos and/or color.
- Photo Resolution: 200 DPI
- 85 line screen halftones. Printing materials needed are veloxes, negatives (emulsion side down) or reproduction proofs

1 column	1.194"	5 columns	6.250"
2 columns	2.456"	6 columns	7.514"
3 columns	3.722"	7 columns	8.778"
4 columns	4.986"	8 columns	10.042"
Double truck	21.042		

9. Special Services

- Proofs:** One proof of your ad will be furnished on request and at no cost. For circumstances requiring more than one proof, arrangements should be made with your representative.
- Ad Corrections:** Ad proofs that are changed more than 10% from submitted copy, or require typesetting due to late or incomplete copy, will be invoice at \$50 per hour.
- Tearsheets:** Advertisers who request tearsheets will be given access to an electronic tearsheet of the page that their ad appears on. The e-tear is available the same morning the ad publishes and accessible 24 hours a day, seven days a week. Advertisers requiring physical copies of the newspaper's page mailed to them may do so at a cost of \$1.00 per page, per ad. Advertisers who require multiple physical tearsheets should make arrangement prior to publication.
- Finished Artwork:** Work required to upgrade submitted art to meet our quality standards is charged at \$50 per hour.
- Ads Set But Not Run:** The portion of an ad composed by The Daily Herald Company, when the ad is canceled or not run within 30 days, will be charged at the rate of \$6 per column inch.
- Photography On Location:** \$50 - \$70 per hour.
- Photo Special Effects:** Photo scans, minor special effects and color separation are included in advertising rates. Detailed or extensive special effects may be billed at \$50 per hour upon the discretion of The Daily Herald Company.
- Electronic Advertising:** NorthSound Shopping is produced using full pagination. Ad materials submitted electronically must be in .pdf format and can be sent via AdSend, placed on our FTP site [ftp.heraldnet.com](ftp:heraldnet.com) or emailed to adservices@heraldnet.com. Please fax a hard copy to sales representative for verification. For more information on AdSend, please contact your account representative or call 1-800-823-7363. For complete electronic ad specifications, please contact your sales representative.