

THE DAILY
Herald

RETAIL

2009 Advertising Rates



Serving Snohomish and Island Counties, Washington State.

THE DAILY Herald

(425) 339-3030 • FAX (425) 339-3049

Mailing Address: P.O. Box 930, Everett, WA 98206

Street Address: 1213 California St., Everett, WA 98201

Website: www.heraldnet.com

Rates Effective January 1, 2009

— Also Published by The Daily Herald Company:

Enterprise Newspapers - serving Edmonds, Lynnwood, Mill Creek, Mountlake Terrace, Shoreline and Lake Forest Park. For advertising call (425) 673-6500.

Snohomish County Business Journal - monthly publication mailed to businesses throughout Snohomish County. For advertising call (425) 339-3445.

NorthSound Shopping - retail and classified shopper mailed to non-subscribers. Additional distribution in rack locations. For advertising call (425) 339-3101.

HeraldNet.com - The Daily Herald's internet site delivers over 4.5 million impressions per month. To advertise, please call your sales representative for details.

1. Names and Numbers

Steve Hawes, Advertising Director 425/339-3051
hawes@heraldnet.com
Robin Prendergast, Retail Manager 425/339-3026
prendergast@heraldnet.com
Main Number 425/339-3030
Herald Advertising FAX 425/339-3049

2. Commission/Terms of Payment

- a. Visa, MasterCard, Discover and American Express accepted.
- b. Accounts are due and payable by the 10th of the month following publication. Late charges will accrue on any balance unpaid after 30 days from date of statement at 1.5% per month. Cash discounts are not available.
- c. None of the terms and conditions of this rate schedule may be altered except in writing and signed by an authorized representative of The Daily Herald Company.
- d. Retail rates are not commissionable.
- e. Accommodation billing one time only up to \$500.

3. Policy/Copy Regulations

- a. Thirty-day written notice will be given of any rate revision to agreement advertisers.
- b. The Daily Herald Company's liability for error shall not exceed cost of space occupied by the error.
- c. The Daily Herald Company reserves the right to revise or reject any advertisement.
- d. The Daily Herald Company shall be under no liability for its failure, for any cause, to publish or insert any advertisement.
- e. Annual agreements establishing rates must be authorized in advance by the advertiser and The Daily Herald Company.
- f. Advertising designed to simulate news or editorial must carry the words "PAID ADVERTISEMENT" (in 10 point caps) at the top of the ad and have a minimum 2 point border.
- g. The advertiser assumes liability for all content of advertisements published and also assumes responsibility for any claims arising therefrom made against The Daily Herald Company, including all costs associated with defending against such a claim.
- h. **The Daily Herald Company will not be responsible for errors appearing in advertisements that are placed too late for proofs to be submitted or for errors due to late delivery of printing material from the advertiser or from a third-party designated by the advertiser as a source of printing material.**

- i. Cancellations, changes of insertion dates and/or corrections must conform to published deadlines.
- j. When any part of an account for advertising becomes delinquent, the entire amount owed shall become due and payable and the advertiser's agreement may be terminated by The Daily Herald Company. In the event of such termination, the advertiser shall pay for the space actually used at the appropriate rates earned according to the then-current rate schedule.
- k. The Daily Herald Company advertising agreements are not transferable by the advertiser or their agency. Incorrect rates or conditions on insertion orders that do not correspond to the Retail Rate Card will be regarded as clerical errors and the advertisements will be published and charged for at the applicable rate.
- l. Artwork, veloxes and materials are stored at the newspaper for a 60-day period unless prior arrangements are made.
- m. Distribution of third party prepared multi-participant advertising: "The Daily Herald Company will distribute third party prepared multi-participant advertising for businesses with geographic proximity or industry alignment that are mutually beneficial."
- n. Every transaction indicated or referred to in any notice or statement of account shall be deemed and treated as authorized and correct by the customer unless The Daily Herald Company receives written notice from the advertiser to the contrary within fifteen days upon receipt of such notice or statement.
- o. No agreement is valid unless authorized by an Advertising Manager of The Daily Herald Company.

4. Positions

Positions are at the option of The Daily Herald and are not a condition of sale. In no event will adjustments, reinstatement or refunds be made because of position and/or section in which an advertisement has been published, unless a premium position has been paid for. The Daily Herald will make every effort to follow position requests and other stipulations that appear on insertion orders, but makes no guarantees.

5. ROP Rates

- Retail advertising rates apply to the promotion of merchandise or services (except for categories specified under general rate and dealer listing rate policies) sold directly to the public at retail in Washington state. Retail advertising rates apply to local, county and state legislative political advertisements.
- Retail agreement rates may apply to one or more businesses of different names that have common majority ownership.
- The appropriate advertising classification (retail, classified, dealer listing or general) shall be determined by the Publisher.
- All agreement rebates must be utilized within one year of agreement expiration and may not roll into the second year.
- a. **Annual Dollar Volume Agreements:** An Annual Dollar Volume Agreement is required to qualify for the following rates. All ROP and preprinted insert investments in The Daily Herald Newspaper will apply toward fulfillment of the revenue agreement in force. Other ad investments applying to this agreement include preprints inserted in The Daily Herald TMC shopper (NorthSound Shopping). **Commercial printing charges will not apply toward fulfillment.** Agreements are self-renewing on anniversary of signing date if fulfilled, unless otherwise specified by the advertiser. All rates are based on net investments and are per column inch.

The Herald publishes two weekly sections that deliver an expanded audience through multi-media exposure. Friday's A&E (Arts & Entertainment tabloid) and Thursday's Home & Garden publish in The Daily Herald and online. It carries a 10% additional. These upcharges are not included within the following pricing grid and must be added to the rates quoted in paragraphs 5d, e, f, g, h, i, j, k, l, m and o.

Annual Dollar Volume Agreements

\$ Volume Level	Mon-Thurs Daily	Fri-Sat Daily	Sunday
OPEN	\$50.07	\$51.56	\$57.77
\$750	\$43.39	\$44.69	\$50.12
\$1,500	\$41.27	\$42.54	\$47.35
\$3,000	\$38.98	\$40.12	\$44.58
\$5,500	\$37.60	\$38.75	\$43.01
\$10,000	\$36.75	\$37.85	\$42.06
\$20,000	\$35.85	\$36.94	\$41.09
\$30,000	\$35.01	\$36.03	\$40.06
\$40,000	\$34.47	\$35.48	\$39.58
\$60,000	\$33.92	\$34.94	\$38.80
\$75,000	\$32.28	\$33.25	\$36.86
\$100,000	\$30.67	\$31.56	\$35.01
\$150,000	\$29.71	\$30.62	\$33.98
\$200,000	\$28.62	\$29.47	\$32.83
\$250,000	\$28.26	\$29.09	\$32.35
\$300,000	\$27.83	\$28.67	\$31.87
\$350,000	\$27.35	\$28.19	\$31.32
\$400,000	\$26.17	\$26.88	\$30.79
\$450,000	\$25.72	\$26.43	\$30.27
\$500,000	\$25.28	\$25.98	\$29.76

b. Multiple Insertion Discount: Ads that are repeated within 7 days or within the same issue are eligible for pickup discounts. Minor copy changes permitted up to 10%. No other discounts apply. Discounts apply to color; but color charge cannot fall below minimum.

Multiple Insertion Discounts
For the same ad running two or more times within seven days. Ad frequency increases consumer awareness.

Insertion	Discount
2nd	20%
3rd	30%
4th-7th	40%

c. Non-Subscriber ROP Rates: NorthSound Shopping, a free distribution retail and classified ad shopper, is direct mailed to non-subscribers. For rate and distribution information call 425-339-3101.

d. Multiple Participation Rates: Advertisers without an advertising agreement may use this special rate for qualified special sections, or under a common banner with two or more other advertisers, shopping centers and recognized merchants' groups.

Mon-Thurs Daily	Fri-Sat Daily	Sunday
\$38.98 per column inch	\$40.19 per column inch	\$44.58 per column inch

e. Monthly Frequency Rates: Available for ads that are repeated a minimum of 4 times within a 30-day period with limited copy changes. Minimum size is one column inch.

Number of Insertions	Per Column Inch Daily	Fri-Sat	Per Column Inch Sunday
4-12	\$38.45	\$39.64	\$43.93
13-26	\$31.64	\$32.59	\$36.15
27-30	\$26.51	\$27.35	\$30.84

f. Small Business Rate Plan: You may qualify for the Small Business Rate if your business grosses less than \$2,000,000 revenue annually and employs fewer than 20 people. Advertise a minimum of 4 column inches: 8 ads within 16 weeks, 28 ads within 52 weeks or 48 ads within 52 weeks. Contact your sales representative for more information. Pickup discounts apply. Color frequency discounts are also available. A signed agreement in advance is necessary. Agreements do not automatically renew.

	8 ads within 16 weeks	28 ads within 52 weeks	48 ads within 52 weeks
Herald Daily Only	\$30.46	\$28.94	\$27.40
Herald Friday or Saturday	\$31.34	\$29.76	\$28.23
Sunday	\$35.61	\$33.84	\$32.07

g. ROP Color Rates: Calculated per inch. Signed agreement in advance necessary to receive frequency rate. Upcharges on weekly multi-media sections apply. Pickup discounts apply. Color double truck advertising will incur two color charges. All color CMYK.

	Rates/Inch	Minimum Charge	Open	Maximum Charge 12x	24x
Full-process	\$20.20	\$200	\$945	\$850	\$800

h. Sunday Color Comics/Spadea: A single page folded vertically around the spine of the color comics covering half of the front page and half of the back.

Open	3-6x	7-11x	12-23x	24x
\$4,711	\$4,530	\$4,349	\$4,169	\$3,976

Comic Gatefold: 1/2 page vertical printed on two sides, front includes full color. A signed agreement is necessary to receive frequency rates.

Open	3-6x	7-11x	12-23x	24x
\$3,084	\$2,903	\$2,723	\$2,537	\$2,422

Spadea, gatefold and comic ROP production specifics available upon request. Copy due 35 days prior to distribution. Comic ROP rates available upon request. The comics package will accommodate up to 2 spadeas or gatefolds, or combination of the two, per issue.

i. Public Service Rate: This rate is available to recognized tax exempt, charitable, civic or fraternal organizations. Evidence of tax-exempt status may be required.

Mon-Thurs Daily	\$38.45 per column inch
Fri-Sat Daily	\$39.64 per column inch
Sunday	\$43.79 per column inch

j. Church Rate: Available to recognized churches.

Mon-Thurs Daily	\$30.97 per column inch
Fri-Sat Daily	\$31.93 per column inch
Sunday	\$35.42 per column inch

k. Weather Page Advertising: Various sizes to 6 column x 10 inch maximum on the same page as the weather information, 15 column inches minimum. Published daily and Sunday on the back of the B section. A signed agreement in advance is necessary to receive weather page frequency and color rates. Position priority given to weather page agreement advertisers. Non-frequency agreement weather page advertisers add 10% to earned or agreement rates.

	Mon-Thur Daily	Fri-Sat Daily	Sunday
13 times	\$36.10	\$37.16	\$37.85
26 times	\$34.53	\$35.61	\$35.96
48 times	\$31.27	\$32.23	\$35.26

Weather Page Agreement Only Color Rates:

	One or Two Color	Full Color
13 times	\$147	\$208
26 times	\$132	\$187
48 times	\$118	\$166

l. TOMA Rate: (Top of Mind Awareness) Agree to publish 4 column-inch ad weekly for 52 weeks. Copy restrictions apply.

Mon-Thurs Daily	\$22.05 per column inch
Fri-Sat Daily	\$22.71 per column inch
Sunday	\$24.82 per column inch

m. Standby Advertising Discount: Occasionally the newspaper has last-minute space available. Take advantage of our standby program. At 50% off your space agreement or open rate, you may schedule ads to run standby, with the understanding that your ad may run any day, daily or Sunday. You may also receive 50% off color, if available. Your request for standby will be honored for a 30-day period and will run on a space available basis. Standby ads must be camera-ready or picked up from a previous run. Coupons are not permitted.

n. Grand Opening and Anniversary Special:

An advertiser may run the same *standard* full page ad (126 column inches) 1 to 7 times within a 7 day period or a *standard* 1/2 page ad (63") 2 to 7 times within a 7 day period and receive a 40% discount on space and color. No copy changes between insertions. A specific headline reference must identify the ad as either a Grand Opening or yearly Anniversary.

o. Special Classification Rates: Local Political Rates: Local, county and state legislative political advertisements will be billed Mon-Thurs daily at \$33.92 per column inch, Fri-Sat. daily at \$34.94 and Sunday at \$38.80 per column inch. No annual dollar agreements apply.

Expanded Distribution Dates:

The Daily Herald will be distributed to weekend subscribers in addition to normal daily distribution on January 1, November 26 and December 25. Sunday ROP rates will apply. Sunday preprint quantities will also apply. The Herald may expand delivery up to 22 additional dates upon 45 day notice to advertisers.

p. TV Week: A very colorful and easy-to-use stitched tabloid format television listing booklet. Agreement ROP rates apply. Deadline Monday prior at 5 p.m.

TV Week Pickup Discount: Any ad that publishes in The Daily Herald during the six days prior to TV Week may be re-run in TV Week at a 50% discount.

TV Week Frequency Color Bonus:

Advertisers who commit to a minimum of 26 times will receive full color at no additional charge. (Color separations additional, see 5G.) A signed TV Week agreement in advance is necessary to receive 13- and 26-time color considerations.

TV Week Color Rates:

(per column inch)

Frequency	1 or 2-Color	4-Color
Open	\$7.56	\$10.09
13x	\$3.74	\$5.01

Per inch applies up to maximum color charge (see 5g).

q. Premium Advertising Positions: The following positions may be reserved, subject to availability. Priority may be given to largest ad requested. Add 10% to the Daily or Sunday rate.

Page/Position Ad Size

Page 2A	Various sizes up to 6 col.x 10 in.
Back of Section A	60 column inches
Stock Island	3 columns x 10-1/2 inches
Weather Page	up to 6 col.x 10 inches (min. 15")
A&E - Friday pg2	back page, various sizes
Home & Garden-Thur	page 2,3 & back page, various sizes
Sunday Business Section:	
	Besides W/SJ Cover up to 6 col x 10 inches (min 15")

r. Classified Rates: Classified advertising rates are available upon request. Please call (425) 339-3100.

q. Restaurant – A&E (Art & Entertainment) Rates: Please see your sales representative or call (425) 339-3030 for separate rates.

6. ROP Dimensions/Mecahnical Specs

For ROP Display dimensions, please call your representative. All Herald tabloids will feature "modular" sizes only.

7. Preprinted Insert Rates/Policy

- The following rate schedule is for both daily and Sunday subscriber distribution in The Daily Herald. Annual volume listed in millions of pieces inserted.
- The Herald/NorthSound Shopping preprint customers will be invoiced based upon quantities indicated on customer's insertion order.
- Direct Mail, non-subscriber (TMC) preprint distribution in North, Central and East Snohomish County is available weekly in North-Sound Shopping, a direct mail classified shopper. Add 20% to the following rates for pieces up to 1.00 oz or less. Rate quotes available upon request for inserts weighing more than 1.00 oz.
- To receive the volume or frequency discounts, a signed agreement in advance is necessary prior to insertion.
- Only full-run distribution is permitted on Sunday, no zoning. Charges will be based on full-run only.
- For frequency agreement rates and minimum charges, the same insert distributed in The Daily Herald and TMC will count as one insertion. Subscriber and non-subscriber distribution must be completed within 14 days.
- Insert quantities are available to advertisers monthly upon request. Please contact your account representative.
- Minimum preprint insert charge is \$410 (10,000 minimum distribution).
- Nonstandard preprint size or stock should be reviewed for acceptability. Extra fee may be charged for pieces requiring special handling due to unusual size, material or weight.

a. Rate Determinations: Size and rate determination will be at the discretion of The Daily Herald Company.

- Booklets: For more information please call your representative.
- Tabloids: For more information please call your representative.
- Standards— Any insert larger than tabloid dimensions.

b. TMC/Printing Services:

- Total Market Coverage/ZIP Code Zoning: Advertisers can target preprint advertising to the ZIP code level. Distribution options include both subscribers and non-subscribers for 95%+ household coverage. Minimum charges apply.
- Job Printing: The Daily Herald offers tabloid, broadsheet and booklet newsprint printing. Full-color capability up to 64 booklet pages. Saddlestitching and mailing services available. Please contact your representative for more information.
- Print and Distribute Program: The Daily Herald will design, compose, print and distribute your insert (various sizes available). From a single ZIP code to more than 250,000 households, The Daily Herald offers a "We-print" option to meet your needs. Rates and additional information available upon request. \$410 minimum print and distribution charges apply.

c. Preprinted Insert Rates

(cost per thousand by million insertion agreement level)

Size	Open Rate	.5m	1.0m	1.5m	2.5m	3.5m	4.5m	5.5m	6.5m	7.5m	8.5m	9.5m
2 st/4 tab	45.50	43.41	42.50	41.70	41.70	41.70	41.70	41.70	41.70	41.70	41.70	41.70
4 st/8 tab	59.59	56.76	55.53	54.45	52.19	49.31	48.97	48.02	46.99	46.53	45.65	44.75
6 st/12 tab	65.91	62.75	61.58	60.35	57.77	54.56	53.49	52.31	51.40	50.32	49.36	46.99
8 st/16 tab	69.94	66.56	65.33	63.88	61.26	57.93	54.56	53.00	51.55	50.86	49.79	48.45
10 st/20 tab	75.18	71.60	70.21	68.76	65.91	61.31	58.63	55.73	54.45	53.44	51.60	50.91
12 st/24 tab	76.53	72.89	71.44	70.05	67.10	63.40	59.33	56.81	55.31	53.87	52.63	51.83
14 st/28 tab	77.97	74.23	72.72	71.28	68.01	64.52	59.92	56.96	56.37	54.87	53.87	52.63
16 st/32 tab	79.16	75.52	74.01	72.51	69.41	65.60	61.79	58.90	56.96	55.68	54.99	53.59
18 st/36 tab	81.46	77.43	76.00	74.33	71.28	67.37	63.45	60.40	58.80	56.76	56.60	55.04
20 st/40 tab	82.68	78.78	77.22	75.67	72.51	68.49	64.52	61.31	59.81	58.41	57.72	55.84
22 st/44 tab	85.36	81.41	79.70	78.04	74.75	70.69	66.67	63.35	61.73	60.02	58.80	57.77
24 st/48 tab	88.10	83.87	82.27	80.49	77.22	72.99	68.76	65.38	63.67	62.01	59.81	59.59
26 st/52 tab	93.73	89.18	87.30	85.48	81.94	77.43	72.99	69.41	67.53	65.81	64.69	63.23

* Zone Minimum 10,000 Additional 3% Zoning Charge
No Zoning on Sunday
Add 3% spoilage

d. Frequency Agreement Rates:

Advertisers may choose to commit to an annual insert frequency agreement, to be signed in advance, and will receive preprint billing at the following volume levels shown on the table:

Annual Frequency	Volume Billing Level
3-5 insertions	0.5 million
6-11 insertions	1.0 million
12-23 insertions	1.5 million
24+ insertions	2.5 million

e. Single Sheet Inserts/Distribution only:

Single Sheet Rate: \$41.00 per thousand
4-page Mini Tab (11" x 17" folded):
\$46.00 per thousand.

Material Requirements:

Maximum size is 11" x 11"

Minimum size is 5" x 7"

Maximum weight is 0.50 oz.

Minimum stock thickness is .006 inches

Unusual sizes and stock should be reviewed for acceptability.

Frequency Rates. A signed agreement is necessary.

3-5 insertions	\$38.27
6-11 insertions	\$35.80
12-23 insertions	\$34.25
24+ insertions	\$31.89

f. Specifications, Reservations & Delivery:

The Daily Herald machine-inserts all supplements prior to distribution using Heidelberg (Harris/Sheridan) equipment. It is The Herald's intent to accept as wide a range of paper stocks as mechanically possible. The Daily Herald requests notification prior to scheduling and delivery for supplements other than newsprint or rotogravure and for unusual sizes (accordion fold) or paper stocks. The Daily Herald's in-depth specifications for optimum preprint handling and distribution will be made available to preprint advertisers upon request. Maximum size (folded) is 11" x 10". Any gatefold measuring half or more of the page width will be considered full size. All preprint rates are based on delivery to The Daily Herald's dock.

g. Preprint Reservation Deadlines:

Two weeks prior to distribution date.

h. Preprint Delivery Deadlines:

- Daily or Sunday newspaper inserts are due 7 working days prior to distribution.
- TMC inserts are due 10 working days prior to distribution.
- Deadlines and delivery dates may be subject to special holiday needs. For various holiday deadlines and availability, please contact your representative.

i. Shipping Instructions:

All inserts must be shipped on pallets or skids. Inserts must be bundled in separate and uniform turns. All pallets of skids must be double banded in both directions. Maximum weight 2,500 lbs. per skid or pallet. Maximum pallet height - 3.5 feet.

Receiving hours are Monday through Friday, 8:30 a.m. to 5 p.m., holidays excluded. Additional handling costs incurred by The Daily Herald due to poor packaging, damage during transit, late delivery or other circumstances may be passed along to the advertiser or shipper.

Deliver to: The Herald, 1213 California St., Everett, WA 98201.

For further shipping information or delivery deadlines, please contact Preprint Coordinator at (425) 339-3494.

8. Special Services

a. 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 Herald representative.

b. Ad Corrections: Ad proofs that are changed more than 10% from submitted copy, or require typesetting due to late or incomplete copy, will be invoiced at \$50 per hour.

c. 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.

d. Finished Artwork: Work required to upgrade submitted art to meet our quality standards is charged at \$50 per hour.

e. Ads Set But Not Run: The portion of an ad composed by The Herald, when the ad is cancelled or not run within 30 days, will be charged at the rate of \$10 per column inch.

f. Photography On Location:

\$50—\$75 per hour

Photo Special Effects: Photo scans, minor special effects and color separations are included in advertising rates. Detailed or extensive special effects may be billed at \$5 per hour upon discretion of The Daily Herald.

h. Electronic Advertising: The Daily Herald is produced using full pagination. Ad materials submitted electronically must be in .pdf format and can be sent via AdSend, or placed on our FTP site <ftp://heraldnet.com>. Please fax a hard copy to sales rep 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.

i. Prepress Work: Additional services will be billed at \$50 per hour. See rate card addendum price sheet.

j. Market Research: The Daily Herald participates in syndicated market research which includes Snohomish County. The information is gathered and updated every other year and provides newspaper readership information on various demographic groups.

9. Closing Times

a. ROP Advertising:

Day of ROP Insertion	Copy & Space Deadline	Proof Deadline	Camera-ready Copy Deadline
Monday	Thursday, 5 p.m.	Friday, 3 p.m.	Friday, 10 a.m.
Tuesday	Friday, 5 p.m.	Monday, 3 p.m.	Monday, 10 a.m.
Wednesday	Monday, noon	Tuesday, 3 p.m.	Tuesday, 10 a.m.
Food	Monday, noon	Tuesday, 2 p.m.	Tuesday, 10 a.m.
Thursday	Monday, 5 p.m.	Wednesday, 3 p.m.	Wednesday, 10 a.m.
H & G	Monday, 5 p.m.	Wednesday, 2 p.m.	Wednesday, 10 a.m.
Friday	Tuesday, 5 p.m.	Thursday, 3 p.m.	Thursday, 10 a.m.
A & E	Tuesday, noon	Thursday, 11 a.m.	Thursday, 10 a.m.
Saturday	Wednesday, 5 p.m.	Friday, 3 p.m.	Friday, 10 a.m.
Sunday	Wednesday, 5 p.m.	Friday, 3 p.m.	Friday, 10 a.m.
T & L	Wednesday, noon	Friday, 3 p.m.	Friday, 10 a.m.

b. Other Advertising: The Enterprise Newspapers:

publish Wednesday, the deadline is Friday.

NorthSound Shopping: publish Wednesday, the deadline is Thursday.

Sunday Color Comics: Closing date for camera-ready material is 5 weeks in advance of issue.

TV Week: Distributed every Sunday. Copy due Monday, 5 p.m., 6 days prior to distribution. Camera-ready copy due 1 p.m. the Tuesday prior.

Color and Double Truck Ads: Color and double truck ads are due 24 hours prior to normal closing deadlines.

Cancellations: are accepted up to 2 p.m., two days prior to publication; the deadline for Monday cancellation is Friday, 2 p.m. The deadline for Tuesday cancellation is 5 p.m. Friday.

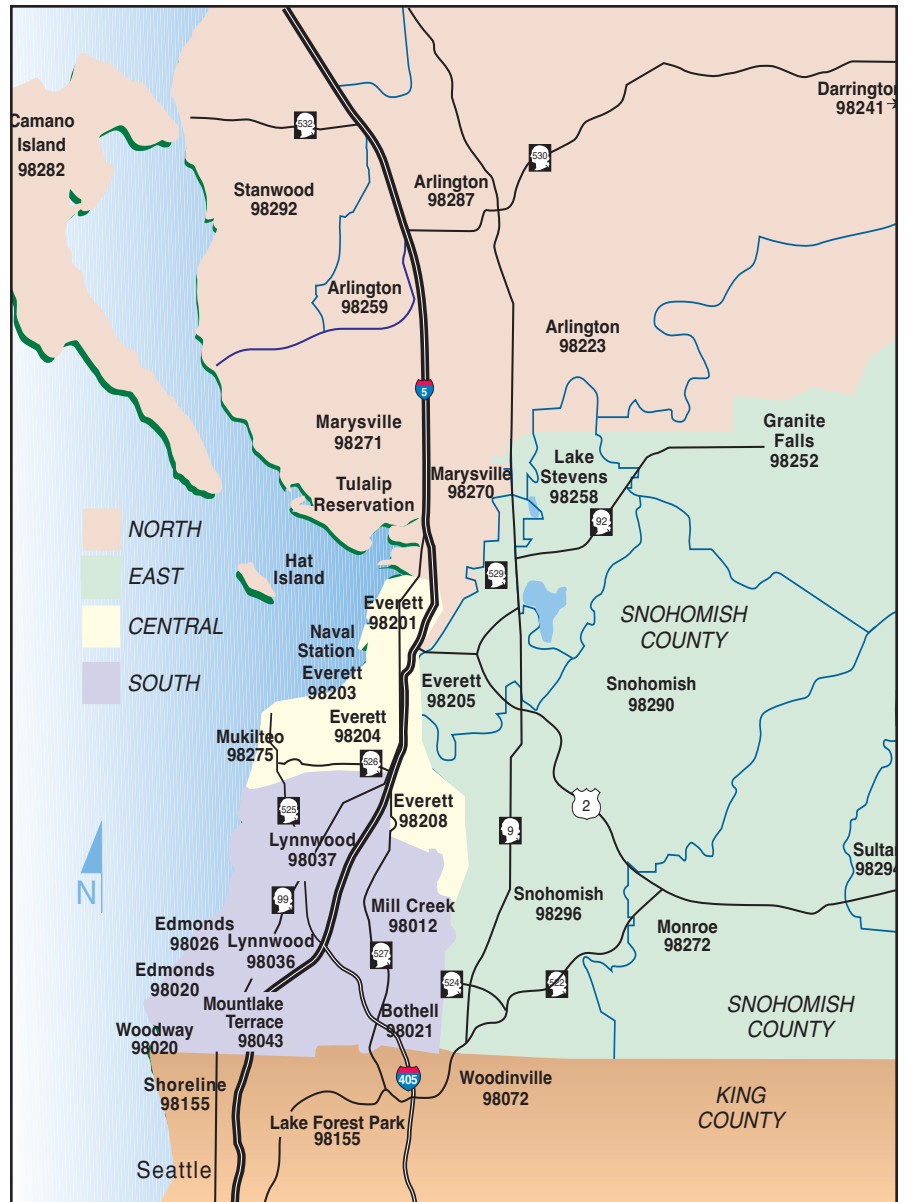
Corrections: are accepted up to noon the day before publication; the deadline for Sunday and Monday corrections is noon Friday. TV Week corrections are due 4 p.m. Tuesday prior to Sunday run date. Corrections for the Enterprise Newspapers are due 5 p.m. Tuesday.

10. Readership and Circulation

Readership:	Daily-146,437	Sunday-156,198
Circulation:	Daily-47,648	Sunday-52,226

Source: Scarborough Release 2, 2007 and Audit Bureau of Circulation for 6 months ending September 30, 2008.

Distribution Area



THE DAILY Herald

(425) 339-3000

FAX (425) 339-3049

Retail Advertising Department: (425) 339-3030

Mailing Address: P.O. Box 930, Everett, WA 98206

Street Address: 1213 California St., Everett, WA 98201

Website: www.heraldnet.com