



TOMA & Frequency Packages (Top of Mind Awareness)

We offer both long-term and short-term programs for advertisers who want to run small ads frequently. This program requires a 12 - month contract. Choose one ad daily for 30 days or one ad every other day for 15 days. Only 1 copy change per week allowed.

30 Ads/30 Days For 12 Months	15 Ads/30 Days For 12 Months
1" \$273.00	1" \$216.45
2" 471.60	2" 349.80
3" 669.60	3" 483.75
4" 865.20	4" 619.20
5" 1063.50	5" 753.00
6" 1260.00	6" 886.50
7" 1459.00	7" 1018.50
8" 1656.00	8" 1153.20
9" 1852.20	9" 1283.85
10" 2049.00	10" 1417.50
11" 2244.00	11" 1555.95
12" 2440.80	12" 1693.80
13" 2636.40	13" 1831.05
14" 2830.80	14" 1965.60
15" 3024.00	15" 2103.75

Business Builder (30-Day Contracts)

Includes one ad daily for 30 days or one ad every other day for 15 days. Only 1 copy change per week allowed. 1" - 15" ads only.

30 Ads 30 Days	15 Ads 30 Days
1" \$352.80	1" \$279.00
2" 607.20	2" 452.10
3" 862.20	3" 624.15
4" 1114.80	4" 796.20
5" 1368.00	5" 967.50
6" 1623.60	6" 1141.20
7" 1881.60	7" 1313.55
8" 2131.20	8" 1490.40
9" 2386.80	9" 1657.80
10" 2643.00	10" 1830.00
11" 2900.70	11" 2009.70
12" 3157.20	12" 2188.80
13" 3412.50	13" 2365.35
14" 3666.60	14" 2543.10
15" 3915.00	15" 2718.00

Special Programs

Grand Opening/Anniversary Color
Any Herald advertiser signing a new annual contract, or any existing advertiser holding an annual contract, will receive FREE spot color in celebration of their opening or anniversary. 20" ad minimum to qualify. (If available.)

Guaranteed Positions & Premium Position Rates
The Herald will guarantee (when possible) the page on which your advertisement will appear for a 25% charge. This charge is in addition to any other charges associated with your ad placement.
Premium positions include Page 3, Weather page, Technology page and Fast Forward. Premium position advertisements will be charged an additional 25% based on availability. First come, first served!

Standby Ads
Published at the discretion of The Herald. Advertiser can limit the number of times per month, but cannot choose the publication date. Only 1 copy change in a 30-day period. Must be full-page ads with ad copy in-house and ready for publication before the new month begins.

\$655 Black and white
\$755 Full color

Spot Color By The Inch
Spot color is so important that we invite you to try it for \$10.00 per column inch on advertisements 18 inches or smaller when available. Color charge minimum is \$30.