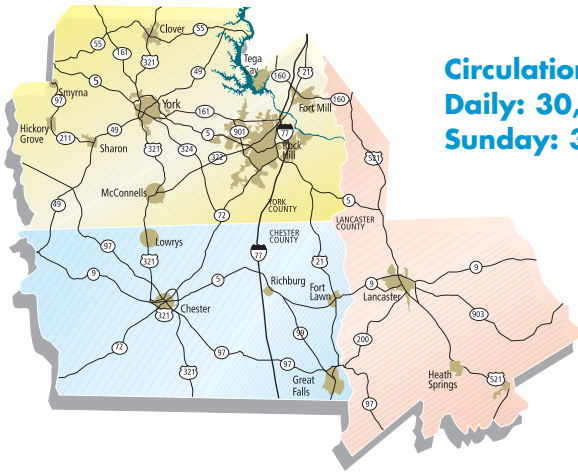


Distribution & Circulation



Circulation:
Daily: 30,948
Sunday: 32,547

The Herald Paid Circulation

<u>Complete Market</u>	<u>York County</u>	<u>Rock Hill</u>
DAILY	DAILY	DAILY
30948	27642	17260
SUNDAY	SUNDAY	SUNDAY
32547	29416	18105

*All facts/figures based on Audit Bureau of Circulation, 2006.

Front Page Ad Note Rates- Advertisers can make “front page news” with Front Page note ads on the front page. Minimum order is 30,948 for The Herald, 25,000 for the community newspapers (Fort Mill Times, Lake Wylie Pilot, Enquirer-Herald). Notes are not offered on Wed. or Sun. 50,000 minimum order for Power Ad Booklets.

Standard Tab-On Ads 3"x3":	CPM
Monday, Tuesday, Thursday	\$59
Friday, Saturday	69
Major Holidays	78
Standard Tab-On Ads Plus 3"x3": (b/w printing on reverse side)	CPM
Monday, Tuesday, Thursday	\$77
Friday, Saturday	87
Major Holidays	96
Versa Cards 3.125"x2":	CPM
Monday, Tuesday, Thursday	\$240
Friday, Saturday	250
Major Holidays	259
Versa Coupons 3.125"x2": (lighter paperweight than versa cards)	CPM
Monday, Tuesday, Thursday	\$168
Friday, Saturday	178
Major Holidays	187
Power Ad Booklets 3"x3" 4 & 8 Panel:	CPM
Monday, Tuesday, Thursday	\$83
Friday, Saturday	93
Major Holidays	102
Diecasts: Shapes; add \$3 cpm to standard tab on rates.	

Publication Date	Final Proof Deadline*	Final Proof Return Deadline*
Monday	Thursday 5pm	Friday 3pm
Tuesday	Friday 12noon	Monday 12 noon
Wednesday	Monday 4pm	Tuesday 12noon
BUZZ		
Classifieds	Friday 3pm	Monday 12noon
Thursday	Tuesday 4pm	Wednesday 12noon
Friday	Wednesday 12 noon	Thursday 12 noon
Saturday	Wednesday 3pm	Thursday 3pm
Sunday	Thursday 4pm	Friday 3pm
TV Herald	Thursday 12 noon	Friday 3pm
Real Estate	Tuesday 12 noon	Thursday 12 noon

All times shown are when the complete advertisement (layout, copy, artwork and/or photography, etc.) or proof is due in The Herald office.

Corrections cannot be guaranteed on proofs returned after these deadlines. Telephone corrections are accepted at advertiser's risk.

Proof cannot be sent to advertiser when original copy is received after deadline.

Color and double-truck advertisements: 24 hours earlier than deadlines shown.

Holidays, special sections and political advertising: Ask advertising sales representative for details.

Classified commercial transient advertising: 5 p.m. Friday for Monday publication; 10 a.m. Friday for Saturday publication; 4 p.m. Friday for Sunday publication; 3 p.m. Thursday for Friday publication; 4 p.m. day prior to publication for other days.

Preprint Inserts – The distribution date for preprint inserts should be scheduled at least two (2) weeks in advance and shipment of the preprint inserts should arrive at our distribution center at The Herald at least one full week prior to distribution in our newspaper. Inserts running in direct mail need to arrive 2 weeks prior to distribution.

Deadlines