



The Herald

2013 Rate Card and Marketing Information

All rates effective January 1, 2013



www.sharonherald.com

Closing times, deadlines, mechanical measurements, contracts

Closing Times Placement and copy deadlines

Retail ads ~

Weekdays: 10 AM (2) days prior to publication.

Sunday: 5 PM Wednesday prior to publication.

Classified Display ads ~

Weekdays: 10 AM (2) days prior to publication.

Sunday: 5 PM Wednesday prior to publication.

Classified Line ads ~

Weekdays: 3:00 PM previous day.

Sat.-Sun.-Mon.: 3:00 PM Friday.

Specifications for Digital Advertising

- 3rd party vendors ~Associated Press AdSEND.
- E-mail ~ heraldcreative@gmail.com
 - Files must come as a PDF (portable document format) with embedded fonts.
 - All colors must be CMYK.

Tear Sheets

Furnished on request. 724-981-6100

Classified Advertisers ext. 300, Retail Advertisers ext. 212

e-tears available upon request contact your sales representative

General Rate Policies

- Invoices paid upon receipt.
- Service charge 1.5% per month added to all past due accounts.
- The Herald Credit Manager must approve application for credit.
- Publisher reserves the right to adjust advertising rates on 30 days written notice.

Commission/Terms Of Payment

- Local rates non-commissionable.
- Cash discounts not available.

Mechanical Measurements

Retail

1 Column	1.625"
2 Column	3.361"
3 Column	5.097"
4 Column	6.833"
5 Column	8.569"
6 Column	10.306"

Classified

1 Column	1.083"
2 Column	2.236"
3 Column	3.389"
4 Column	4.542"
5 Column	5.694"
6 Column	6.847"
7 Column	8"

TV & E & Tabs

1 Column	1.625"
2 Column	3.361"
3 Column	5.097"
4 Column	6.833"
5 Column	8.569"

8 Column	9.153"
9 Column	10.306"

Full page depth for retail and classified ROP is 20.667".

Full page depth for Tab and TV & E is 10.306".

CONTRACT/COPY REGULATIONS

- Publisher reserves the right to reject or cancel any advertisement at any time.
- Cancellations will not be accepted by publisher after closing date 10 a.m. two days prior to publication date. Publisher not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertiser's forms or copy instructions when in conflict with terms and conditions of this rate card.
- Advertiser and advertising agency will indemnify and hold harmless The Herald, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for any claim arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of preprint insert, deficient postage.
- The Herald shall not be liable for failure to print, publish or circulate all or any part of any issue in which an advertisement accepted by the publisher contained a failure due to acts of God or government, strikes, accidents, lack of newsprint or other circumstances beyond the control of The Herald. The Herald shall not be liable for errors or omissions in, or a failure to insert any advertisement, for which it may be responsible, beyond the cost of actual space to have been occupied by item in which error, or omission, or failure to insert occurred. Advertiser will be entitled to refund of advertisement price or insertion in next issue, at the advertiser's option.
- Should the minimum space contracted for not be used within the contract period, the advertiser agrees to pay the difference between the inch rate contracted for and the rate for actual inches earned.
- Annual contracts will be renewed automatically unless canceled in writing by the advertiser.



WE ACCEPT



WEEKLY and BULK CONTRACTS

The following rates are for advertising appearing in the retail section of The Herald. Contract rates are available with a signed agreement. These rates are non-commissionable and non-transferable.

Weekly Minimum Contracts

These contracts are designed for those advertisers who need or want constant exposure. Weekly contracts are a more cost efficient way to place your message in front of potential customers on a consistent basis.

52 Consecutive Weeks			26 Consecutive Weeks			13 Consecutive Weeks		
Rate per Column Inch			Rate per Column Inch			Rate per Column Inch		
Daily	Sunday		Daily	Sunday		Daily	Sunday	
124	\$21.17	\$21.63	124	\$21.52	\$22.21	124	\$22.27	\$22.81
65	\$21.40	\$21.87	65	\$22.27	\$22.95	65	\$22.61	\$23.32
30	\$21.64	\$22.21	30	\$22.85	\$23.48	30	\$23.02	\$22.71
10	\$21.92	\$22.62	10	\$23.25	\$25.02	10	\$26.15	\$26.62
8	\$22.11	\$22.85	8	\$24.26	\$25.10	8	\$26.27	\$26.84
6	\$22.33	\$23.02	6	\$24.59	\$25.23	6	\$26.50	\$27.37
4	\$22.84	\$23.43	4	\$24.87	\$25.46	4	\$26.84	\$27.78
2	\$24.32	\$24.00	2	\$25.16	\$25.86	2	\$27.94	\$28.84

Annual Bulk Contracts	Rate per Column Inch	
	Inches	Daily Sunday
The most flexible contract we offer, bulk rates per column inch are based on minimum annual volume levels. For higher volume advertisers than quoted here, dollar volume contracts are available. Contact your advertising consultant.	Over 10,000	\$20.77 \$21.32
	Over 7500	\$21.32 \$21.93
	Over 5000	\$21.60 \$22.27
	Over 2000	\$22.32 \$23.04
	Over 1500	\$22.93 \$23.42
	Over 1000	\$23.03 \$23.75
	Over 500	\$23.31 \$23.97
	Over 250	\$23.59 \$24.36
	Over 200	\$26.12 \$26.68
	OPEN	\$35.11 \$35.99

N.A.M.E.

Name Awareness Market

Exposure

Ask your advertising consultant about these "best buy" contracts.

They allow you to ... economically keep your business message in front of consumers and build name recognition.

Up to

75% LESS



PICKUP RATE

Any ad appearing Sunday may repeat once without changes within a period of 6 days prior to or after that Sunday publication and receive a **35% DISCOUNT**

MONTHLY BUSINESS BUILDERS

Weekdays - Mon. - Wed. - Fri. or Tues. - Thurs. - Sat. **\$23.81** per col. inch

Everyday - No Changes in Copy for One Month **\$17.80** per col. inch

CHURCH PAGE

Published every Friday as a public service feature. Sold by 52 week contract only. **\$6.00** per signature

Color Rate One color/black \$395.00 • Two color/black \$465.00 • Three color/black \$565.00

WEEKDAY FULL DISTRIBUTION PREPRINT RATES

- Zoned insertions available. Minimum number of inserts - 5,000. Please call for CPM. There is a zone charge.
- Rates based on tabloid size page.
- Preprints required to cover total distribution 18,000*.



SUNDAY FULL DISTRIBUTION PREPRINT RATES

- No zoned inserts available for Sunday's edition.
- Rates based on tabloid size page.
- Preprints required to cover total distribution 19,000*.

Number of pages	1 to 4 Units Per Year	5 to 12 Units Per Year	13 to 24 Units Per Year	25 to 36 Units Per Year	Over 36 Units Per Year	Over 50 Units Per Year
Card to 4 Pages	\$1592	\$1539	\$1380	\$1220	\$1167	\$1141
8	\$1645	\$1592	\$1407	\$1247	\$1194	\$1167
12	\$1751	\$1698	\$1513	\$1354	\$1301	\$1273
16	\$1804	\$1751	\$1619	\$1460	\$1407	\$1380
20	\$1867	\$1804	\$1672	\$1566	\$1513	\$1486
24	\$1910	\$1867	\$1725	\$1619	\$1566	\$1539
28	\$1964	\$1910	\$1778	\$1698	\$1645	\$1619
32	\$2015	\$1964	\$1831	\$1725	\$1672	\$1645

Number of pages	1 to 4 Units Per Year	5 to 12 Units Per Year	13 to 24 Units Per Year	25 to 36 Units Per Year	Over 36 Units Per Year	Over 50 Units Per Year
Card to 4 Pages	\$1672	\$1617	\$1448	\$1282	\$1226	\$1199
8	\$1728	\$1672	\$1476	\$1310	\$1254	\$1226
12	\$1839	\$1783	\$1588	\$1421	\$1365	\$1337
16	\$1894	\$1839	\$1699	\$1532	\$1476	\$1448
20	\$1950	\$1894	\$1756	\$1644	\$1588	\$1560
24	\$2006	\$1950	\$1811	\$1699	\$1644	\$1616
28	\$2062	\$2006	\$1867	\$1783	\$1728	\$1699
32	\$2118	\$2062	\$1922	\$1811	\$1755	\$1728

- Supplements to be distributed by The Herald must be delivered 3 days prior to publication to the West Penn Printing Plant, 103 River Park Dr., RD #2, New Castle, PA 16101.
- Insert dates must be confirmed.
- Number of preprints required is based on the latest paid circulation audit report. Included in this total number are projected copies distributed but not counted as paid, as well as projected process and transportation spoils. At regular intervals the advertiser should confirm that The Herald is receiving the correct amount of inserts needed to cover current total distribution.

Classified Advertising Rates

www.sharonherald.com

Weekday and Sunday

The following rates are for advertising appearing in the classified section of The Herald. Contract rates are available with a signed agreement. These rates are non-commissionable and non-transferable.

Weekly Minimum Contracts

These contracts are designed for those advertisers who need or want constant exposure. Weekly contracts are a more cost efficient way to place your message in front of potential customers on a consistent basis.

52 Consecutive Weeks

Rate per Column Inch
Daily & Sunday

10	\$17.69
8	\$17.97
6	\$18.01
4	\$18.30
2	\$18.58

26 Consecutive Weeks

Rate per Column Inch
Daily & Sunday

10	\$17.79
8	\$18.01
6	\$18.30
4	\$18.35
2	\$18.52

13 Consecutive Weeks

Rate per Column Inch
Daily & Sunday

10	\$18.06
8	\$18.30
6	\$18.35
4	\$18.52
2	\$18.63

Annual Bulk Contracts

The most flexible contract we offer, bulk rates per column inch are based on minimum annual volume levels. For higher volume advertisers than quoted here, dollar volume contracts are available. Contact your advertising consultant.

Rate per Column Inch
Inches

Over 13,000
Over 10,000
Over 6000
Over 3000
Over 1000
Over 600
Over 300
Over 150
OPEN

Daily and Sunday

\$15.59
\$16.22
\$16.95
\$17.06
\$17.72
\$17.58
\$18.06
\$18.16
\$25.23

CLASSIFIED LINE RATES

COMMERCIAL LINE RATE DAILY & SUNDAY

Local Commercial Rate	\$2.52
Agency Rate	\$2.94
Agency Display	\$29.38

CALL THE EXPERTS

3 Lines per day
for 30 consecutive days \$117.39

Plus! A 2x2 Display Ad FREE

Each Additional Line \$34.39
Payment in Advance.

ADMINISTRATOR or EXECUTOR NOTICE

Includes required proof of publication

\$150.60

LEGAL ADVERTISING

\$2.01 per line

<p>Open 1-7 daily. www.simco-apts.com</p> <p>Monticello Apts. 2 Bdrm, \$531 + electric. Pool, security deposit, no pets. 724-981-9039</p> <p>Office Space, 1200 sq. ft. Completely renovated. Call 724-347-2410 or 724-981-6380</p> <p>Remodeled 1 bdrm great Farrell location. \$345+ gas & electric. 724-342-5464</p> <p>Sharon efficiency apt. 724-946-8176</p> <p>Sharpsville, 2 bdrm, \$425. 724-615-0000</p>	<p>son Black at Jason Black Chevrolet, Sharpsville, PA.</p> <p>LOOK NO FURTHER Immediate Openings \$8/Hr. Full-time Evening shift Part-time day shift also available</p> <ul style="list-style-type: none"> Inbound Call Center Paid training Weekly pay + bonus Paid vacation Medical/dental/401(k) Professional atmosphere Stable work <p>Call for an interview 1-800-210-9184 Inbound Ext. 833 www.infocision.com</p> <p>Motor Route Driver Needed in</p>	<p>Complete Home Improvements. Interior Exterior. Bonded & Insured. 724 877-4141</p> <p>88. EXCAVATING</p> <p>Dozer & Backhoe Services. Call Todd. 724-475-4499</p> <p>Excavating, house lifting, sewer & utility lines. 724-866-6419</p> <p>90. PLUMBING</p> <p>American Plumbing M/C & Visa accepted. 724-347-7111</p>	<p>H Cross 724-662-4356</p> <p>100. CONCRETE</p> <p>SCHAFER'S Concrete & Finishing Small block jobs. All facets 724-475-4499</p> <p>108. PAINTING</p> <p>Autumn/Sr. Specialists. Custom painting, 25 yrs. exp. 346-4220</p> <p>Larry's Painting. Neat. Free estimates. 724-475-3887</p> <p>Neat & Reasonable. 724-962-4769</p> <p>Painter Lady 983-1540 Paint/wallpaper/texture ceilings. 30 yrs exp. 724-962-4769</p>	<p>Myron T. Worona, owner operated. Truck mounted unit. 724-962-0800</p> <p>150. SNOW REMOVAL</p> <p>All plowing & salting. Call 330-448-2848</p> <p>Snow Plowing, removal, salting, commercial residential. Free estimates 330-448-1802</p> <p>151. LEAF REMOVAL</p> <p>Leaf Removal. Chuck Sr. Discount. 962-9600</p> <p>152. TREE SERVICE</p> <p>Beck Bros. 347-4455</p>	<p>162. HAULING</p> <p>#1 K&D Hauling rubbish 724-981-0759 Cell 724-866-4171</p> <p>HAULING, Snow Plowing & car removal! 724-301-4870</p> <p>Seredy's Dumpsters. 330-448-4000 or 1-877-774-BOXXX</p> <p>181. COMPUTERS</p> <p>KeithComputers.com Computer sales/repair 724-269-9478</p> <p>182. COMPUTER REPAIR</p> <p>Affordable home networks, computer</p>
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POLITICAL ADVERTISING

Candidates for political office within the states of Pennsylvania/Ohio are entitled to classified and retail rates and any applicable earned discounts.

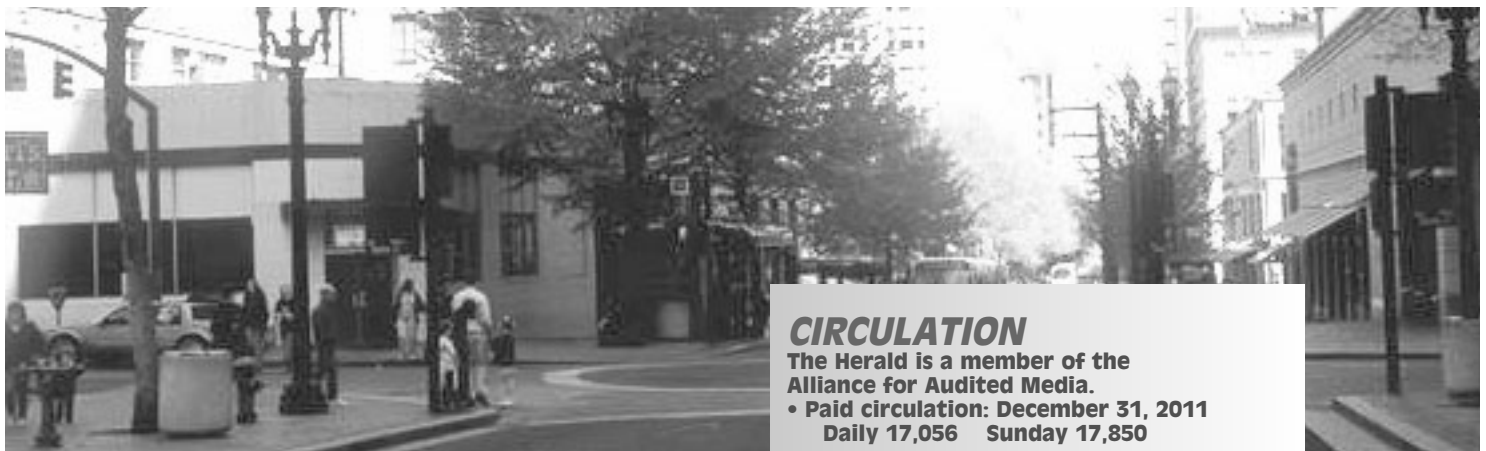
All political advertising must be paid in advance and marked "political advertisement" at the top of the ad.

The name of candidate or an officer of the committee or organization sponsoring the ad must be included.

Color Rate One color/black \$395.00 • Two color/black \$465.00 • Three color/black \$565.00

The Herald and Allied News

		2011 ABC Herald Daily*	2011 ABC Herald Sunday*	PMA DELIVERY	Allied News Wed. Paid	Allied News Wed. Market Guide	1/1/11 Occupied Household Estimate
Clark	16113	74	101				
Clark Mills	16114	54	91				255
Farrell	16121	769	764	587			2684
Fredonia	16124	178	180		2		748
Greenville	16125	1352	1639		9		7160
Grove City	16127	1172	1286		1632	1709	5273
Hadley	16130	24	23		1		787
Jackson Center	16133	159	155		32	230	520
Jamestown	16134	153	195				1696
Mercer	16137	1520	1672		179	1954	4658
Sandy Lake	16145	182	217		41	560	1030
Sharon	16146	2763	2540	1600	1		6211
Hermitage	16148	3420	3631	846	2		7169
Sharpville	16150	1572	1633	718	1		3236
Sheakleyville	16151	16	45				
Stoneboro	16153	158	141		45	153	1069
Transfer	16154	436	487		1		1083
W. Middlesex	16159	965	996				1797
Wheatland	16161	144	116	206			
Misc. Zips (Mercer Co.)		147	148		36		
Total Mercer County		15,258	16,060	3,957	1,982	4,606	45,376
Harrisville (Butler Co.)	16038	36	29		71	670	1314
Slippery Rock (Butler Co.)	16057				47	1736	4298
New Castle (Lawrence Co.)	16101	104	141				13,817
New Wilmington (Lawrence Co.)	16142	339	219				2010
Pulaski (Lawrence Co.)	16143	89	98				1176
Volant (Lawrence Co.)	16156	57	56		1		1136
Clintonville (Venango Co.)	16372					653	
Brookfield, OH (Trumbull Co.)	44403	399	423				1799
Burghill, OH (Trumbull Co.)	44404	43	52				607
Hubbard, OH (Trumbull Co.)	44425	117	131				6122
Masury, OH (Trumbull Co.)	44438	378	394				2056
Orangeville, OH (Trumbull Co.)	44453	19	31				
Misc. Zips		147	148		309		
Total Other Zips		1728	1722	-	428	3,059	34,335
Digital Replica Circ.		217	216				
Total Distribution		17,056	17,850	3,957	2,410	7,665	79,711



CIRCULATION

The Herald is a member of the
Alliance for Audited Media.

• Paid circulation: December 31, 2011
Daily 17,056 Sunday 17,850

Creating maximum exposure for your advertising dollars***Allied News And Market Guide***

The Allied News is a weekly sister newspaper of The Herald covering Grove City and the eastern portion of Mercer County. Published on Wednesday and Saturday. The Market Guide is an advertising edition that is distributed to non-subscribers in eastern Mercer County every Wednesday. DISTRIBUTION: Wednesday 10,075; Saturday 1,490.

***ALLIED NEWS/HERALD
COMBINATION RATES***

Advertising appearing in The Herald may be repeated without change of copy in the weekly edition of the Allied News and Market Guide at the following rates:

Retail Wednesday only, Saturday only
\$9.31 per inch (with Herald contract)
\$11.02 per inch (without Herald contract)

Classified Wednesday only, Saturday only
\$6.00 per inch (with Herald contract)
\$7.27 per inch (without Herald contract)

Allied News Saturday
(Combo Pickup Rates With Wednesday Allied Run)

- **Retail**
\$3.29 per inch (with Herald contract)
- **Classified**
\$2.64 per inch (with Herald contract)
- **Preprints**
\$690 In combination with The Herald
FULL DISTRIBUTION

TV & E Magazine

TV & E is published as part of each Friday's Herald in tabloid form. Included are such features as:

- Full TV coverage including all area cable listings.
- Entertainment information and articles.

TV& E Ad Rates

Signed contract with Guaranteed position. Call for details.

52 weeks \$12.85 per col. inch

26 weeks \$15.25 per col. inch

***HERALD/NEW CASTLE NEWS
COMBINATION RATES***

Advertising appearing in The Herald may be repeated without change of copy in the New Castle News at the following rates:

- **Retail \$9.99 per col. inch**
- **Classified \$6.99 per col. inch**

REAL ESTATE SPOTLIGHT

A special promotion every Friday featuring full color.

Classified \$31.45 per block

Dominates Sharon, Farrell, Sharpsville, Hermitage, Wheatland, Mercer County and Brookfield Township in Ohio. Comprises the Mercer County portion of the Youngstown DMA.

1. PERSONNEL

- Publisher Sharon Sorg
ssorg@sharonherald.com
- Director of Advertising
- Classified Sales Manager Laurie Doyle
ldoyle@sharonherald.com
- Circulation Manager Michael J. Linden
mlinden@sharonherald.com
- Controller Kelly Cummings
kcummings@sharonherald.com

2. REPRESENTATIVES

Not available.

3. COMMISSION/ TERMS OF PAYMENT

- Agency Commission 15%
- Cash Discount 2%
- Cash Discount Date, 10th of each month for preceding month's business, providing there are no unpaid balances.

4. GENERAL

- 30 day notice given of any rate revision.
 - All advertising subject to approval.
 - Advertising that simulates editorial content must carry the word "Advertisement" as a caption.
- SEE ADDITIONAL GENERAL CONTRACT AND COPY REGULATIONS PG. 3

5. GENERAL ADVERTISING RATES

a. OPEN RATES

Daily and Sunday Black and White \$39.32 per in.
Combined Herald/Allied News \$52.00 per in.

b. PREPRINT RATES

8 pages	\$2,205	16 pages	\$2,360
12 pages	\$2,310	24 pages	\$2,480

- Sunday 10% additional.
- Volume discounts available.
- Supplements to be distributed by The Herald must be delivered to West Penn Printing Plant 103 River Park Dr., RD #2, New Castle, PA 16101

c. NEWSPLAN DISCOUNT RATES

(Subject to 12 months signed contract)

Pages	Inches	Inch Rate	Discount
6	774	\$29.50	25%
13	1,677	\$28.71	27%
26	3,354	\$27.93	29%
52	6,706	\$27.14	31%
65	8,385	\$25.56	35%
78	10,062	\$23.67	40%

6. ZONED EDITIONS

None available

7. COLOR RATES

Use black and white rates plus the following cost...

b/w 1c	b/w 2c	b/w 3c
\$450.00	\$510.00	\$620.00

- Available Monday through Sunday.
- Closing dates: Reservations 10 days in advance with printing materials 7 days in advance.
- Cancellation date: 4 days in advance.
- Type page or form size 11.3 inches wide by 20.6 inches deep.
- Running head and date line not required on pages.

12. R.O.P. DEPTH REQUIREMENTS

Minimum advertisement acceptable: one column by one inch. Advertisement 20.6 inches or more in depth will be charged as full columns.

13. CONTRACT and COPY REGULATIONS

- See Page 2

14. CLOSING SCHEDULES and CANCELLATION DATES

- See Page 2

15. MECHANICAL MEASUREMENTS

- See Page 2

OUR PRODUCTION IS 100% OFFSET

16. SPECIAL CLASSIFICATIONS and RATES

Legal Advertising \$3.25 per line
Set 6 pt. plus notary fee of \$1 for affidavit.

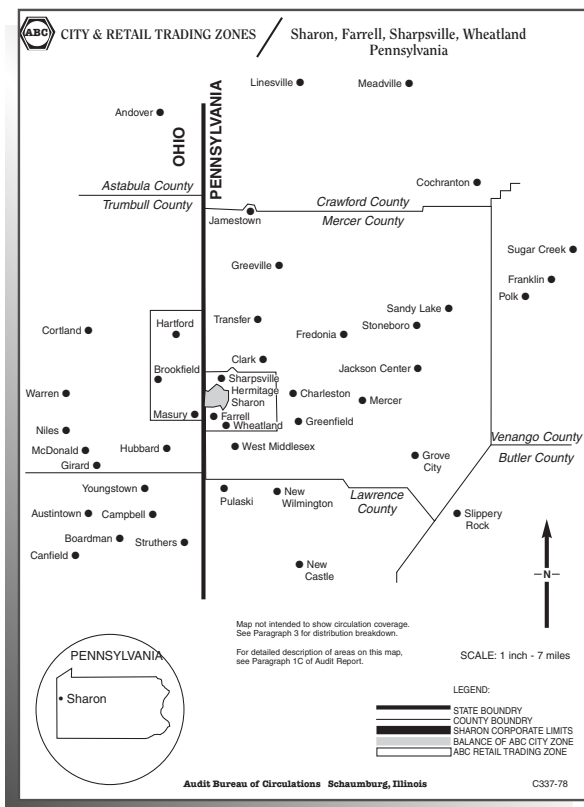
17. CLASSIFIED RATES

Agency rate (line)	\$2.55
Agency rate (inch)	\$25.40

20. CIRCULATION

a. Member ABC Daily 17,056 Sunday 17,850
December 31, 2011.

~ Sharon Herald Market Area ~



• 81,627 2004
Estimated Households

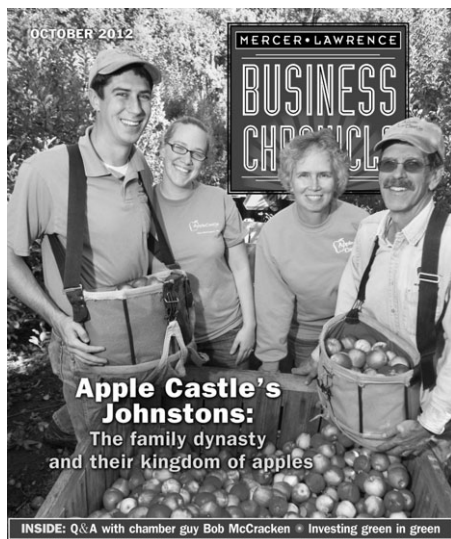
• 210,849 2004
Estimated Population

• \$47,279 2004
Estimated Average
Household Income

• 54.5% 2004 Estimated
Population age 16+ is
an Employed Civilian

• 76.5% 2004 Estimated
Households are Owner
Occupied

Giving coverage to the special interests of our readers



Business and consumer issues are the focus of The Herald's monthly specialty magazine The Mercer County Business Chronicle.

Cover stories introduce readers to local businesses that are sometimes better known internationally than locally, or recount the history and futures of longtime family institutions. And for fun there's stories like Sharon's quirky collection of the "world's-biggest" retailers and attractions.

In between, local columnists give advice on advertising, marketing, legal issues and minding your money and guarding your nest egg. Medical Pulse covers news and newsmakers in the medical community, while Honor Roll chronicles notable achievements by individuals and groups within the business community.

Q&A takes you deeper into the lives and backgrounds of familiar community and business leaders.

Each month a new vehicle or model is reviewed in Behind the Wheel and illustrated with one on the lot of a local dealership.

Chamber dates highlights events hosted or toasted by by the four local chambers of commerce.

The award-winning Mercer County Business Chronicle shines a spotlight on the business community and offers news to inform both business-to-business and consumer interests.



As newspapers come up with unique ways to stay current with societal trends, The Herald made the decision to expand their community coverage by creating a magazine for women in 2005. The magazine – Views & Voices – had its inaugural issue in May 2005 followed by two more issues quarterly that year.

Because of the positive feedback from our readers, the decision was made to increase publication from a quarterly into a monthly magazine.

The key to the success of Views & Voices is the emphasis of stories about women currently or originally from our readership area using ideas and information from in and around our community.

The magazine, which is currently distributed through The Herald newspaper in Sharon and sister paper Allied News in Grove City on a monthly basis, complements the coverage of both newspapers without compromising their editorial content.

As our readership has grown, so has our distribution. The magazine is now sold in "boutique-style" newsstands in two states and is available for subscription across the United States.



Welcome to our award-winning publication for baby boomers and beyond, Life & Times, a magazine with senior flair.

This monthly, full-color magazine offers news to use for the 23,000 people in Mercer County who are considered senior citizens and for those who care about and for them.

Each month, we spotlight a member of the community who remains active at a time when many people have decided to take life easy. In 2010 we introduced you to Mark and Linda Brown, the driving force behind the Mercer Memorial 500; to champion swimmer Ed McCullough, who at 72 can be found in the pool almost every day; and to the Buhl Day honorees, who will anchor the magazine every August.

In 2011, we be examined housing options for people looking to downsize or just get away from heavy-duty home maintenance. And our local columnists will assist readers with legal and financial affairs, the latest in technology and their own forms of homegrown entertainment.

Besides that and our timely calendar of things to do, our in-house deltiologist will continue to show readers his collection of historic postcards of the area.

2013 Herald Promotional Supplements

Winter Bridal Guide

- January 22nd

Outlook - February 3, 10, 17, 24

Heart Supplement - February 12th

Spring College Guide

- February 26th

Spring Car Care - March 5th

Best of the Best Nominees Tab

- March 20th

Design An Ad - April 3rd

Home and Garden - April 16th

Cancer Control - April 17th

Golf Tab - April 23rd

Real Estate Review - April 24th

When I Grow Up Tab - April 30th

Senior Lifestyles - May 7th

Best of the Best Winners Tab

- May 22nd

Graduation Section - May 26th

Pet Supplement - June 25th

Health and Fitness - July 23rd

Back-To-School - August 6th

Fall Sports - August 30th

High School Band Calendar Tab

- September 10th

Fall Bridal Guide

- September 24th

Breast Cancer Awareness

- October 2nd & 16th

Fall Car Care - October 15th

Fall College Guide - October 24th

November Holiday Gift Guide

- November 10th

December Holiday Gift Guide

- December 1st

Winter Sports - December 10th

Last Minute Holiday Gift Guide

- December 15th

Please Note:

Dates are subject to change

PICK 5 SPECIAL

Name of Business _____

Owner or Manager's Signature _____

Size of Ad _____ Date _____

Name of Herald Representative _____

☐ Winter Bridal

☐ Outlook

☐ Heart

☐ Spring College

☐ Spring Car Care

☐ Best of Best

Nominee

☐ Design An Ad

☐ Home & Garden

☐ Cancer Control

10

☐ Golf Tab

☐ Real Estate Review

☐ When I Grow Up

☐ Senior Lifestyles

☐ Best of Best Winners

☐ Graduation

☐ Pet Supplement

☐ Health & Fitness

☐ Back-To-School

☐ Fall Sports

☐ High School
Band Calendar

☐ Fall Bridal Guide

☐ Breast Cancer Awareness

☐ Fall Car Care

☐ Fall College Guide

☐ November Gift Guide

☐ December Gift Guide

☐ Winter Sports

☐ Last Minute Gift Guide



The Herald's supplement special...

Purchase 4 ads at regular price in any special supplement and get the 5th ad...

FREE!

Copy this form,
indicate the 5 special supplements
you wish to use. Sign and return
this form to your Herald representative