

The Killeen Daily Herald's Growing Reach

The Killeen Daily Herald is Central Texas' primary source of advertising information for consumers. This powerful readership reaches beyond simple audience exposure. It is delivered to interested consumers who willingly invite your advertising message into their homes, as well as consumers who take action and buy.

Readership	Daily readers	47,052
	Sunday readers	59,705
Circulation	Total daily	18,821
	Total Sunday	23,882

*Audited by Audit Bureau of Circulation

Mission Statement

The mission of the Killeen Daily Herald is to be the leading provider of compelling print, electronic and targeted information in Central Texas, a highly trusted and reliable source of that information, protect the public's right to know, provide high quality and value to those who depend on the Killeen Daily Herald.

Market at a Glance

Central Texas is a great place to live. It offers a unique blend of contemporary services with a relaxed lifestyle.

High employment and an attractive cost of living continue to help the area maintain a very healthy rate of growth. The rapidly growing communities of Harker Heights and Copperas Cove provide a vital economic resource to businesses. The operation of Fort Hood has a \$6.9 billion economic impact for the Killeen area. The Killeen Daily Herald's newspaper designated market includes Killeen, Florence, Nolanville, Fort Hood, Copperas Cove, Gatesville, Harker Heights and Belton with a combined population of more than 300,000.

Affiliations

- Audit Bureau of Circulation
- Associated Press
- The Newspaper Network
- Newspaper Association of America
- Better Business Bureau

Technical requirements

When sending electronic files, please include all art files along with the finished file and any scanned images and fonts used to create the file. Please provide a hard copy, if possible. If you need to send us a file other than on a disc, please contact your Killeen Daily Herald representative. The programs we use are Adobe InDesign, Illustrator, Photoshop and QuarkXpress. *We do not use MS Word, MS Powerpoint, MS Works.* Please provide us with the correct format listed:

Hardware Format: 3 1/2" Floppy Disk, CD, DVD Mac or PC

Software Format: Adobe InDesign, Illustrator and Photoshop, QuarkXpress

Preferred Format: PDF, TIFF, JPEG, EPS, camera ready

Adsend Site code: txkih

Holiday Delivery

On Thanksgiving and Christmas holidays, the Killeen Daily Herald will be delivered to all weekend subscribers. All advertisements appearing in the newspaper will be billed at Sunday advertising rates in consideration of the additional circulation received on these dates.

Advertising Rates

Newspaper advertising rates, priced per column inch, are figured by multiplying total column inches by the open rate. Multiplying the number of columns in width by the number of inches in depth will provide the ad's total column inches.

Classified Open Rate Daily \$15.89 Sunday \$ 17.25

Local Classified Agreements

Annual Expenditures	Per Col. Daily	Per Col. Sunday
Open Rate	\$15.89	\$17.25
\$1,000	12.08	13.41
\$5,000	12.01	13.11
\$10,000	11.95	13.00
\$15,000	11.90	12.93
\$20,000	11.84	12.86
\$30,000	11.74	12.80
\$40,000	11.58	12.69
\$50,000	11.47	12.57
\$60,000	11.39	12.47
\$70,000	11.33	12.37
\$80,000	11.27	12.31
\$90,000	11.22	12.26
\$100,000	11.16	12.21
\$125,000	11.06	12.14
\$150,000	10.97	12.08
\$175,000	10.89	12.00
\$200,000	10.79	11.93
\$225,000	10.71	11.87
\$250,000	10.61	11.81
\$275,000	10.53	11.74
\$300,000	10.44	11.66

Automotive Rates

Buy a 1/2 page Automotive Classified Ad with full color and receive a flat rate of \$14.45 per column inch daily and \$15.80 per column inch on Sunday.

Technical Specifications

Full Page is 9 columns (11.25") wide by 20.4" deep. Tab page is 8 columns (10") by 11" deep. Full page billed at 193.5", tab page is 92". Full double truck is 19 columns (24.125") by 21.5", and is billed at 408.5".

Pre-printed Inserts

Get your ad in the door with pre-printed inserts. The Killeen Daily Herald is close to the lives of many people. The paper is invited and welcomed into homes every day. Any insert, flyer, circular or brochure is more likely to be read than direct mail and is much more affordable. Inserts are priced by size and frequency. Quantities vary. Please check with your representative to verify or change your number of inserts. National Preprint rates are available.

Standard Frequency	Full Run	Zoned
Standard Card (up to 8.5x11)	\$40.50	\$45.50
4-Page Tab (2-Pg. Standard)	\$55.50	\$65.50
8-Page Tab (4-Pg. Standard)	\$55.50	\$65.50
12-Page Tab (6-Pg. Standard)	\$57.50	\$67.50
16-Page Tab (8--Pg. Standard)	\$59.50	\$69.50
20-Page Tab (10-Pg. Standard)	\$61.50	\$71.50
24-Page Tab (12-Pg. Standard)	\$63.50	\$73.50
28-Page tab (14-Pg. Standard)	\$65.50	\$75.50
32-Page Tab (16-Pg. Standard)	\$67.50	\$77.50
36-Page Tab (18-Pg. Standard)	\$69.50	\$79.50
40-Page Tab (20-Pg. Standard)	\$71.50	\$81.50

Co-op Service

Take advantage of the opportunity to have others pay for your advertising! The Killeen Daily Herald's Co-op Service Department can research available funds and check vendor programs, preauthorize your advertising for Co-op reimbursement and process claim forms from vendors. Complete an audit form today and stretch your advertising dollars.

Non-Profits Enjoy Low Rates

These reduced rates are available to non-profit charitable groups that work to better our community.

Daily \$12.08 Sunday \$13.41 (per column inch)

Frequency Discounts

Build your business through brand recognition while saving money. Receive a 40% discount by picking up your ad within 6 days of the initial run. Sunday ads do not apply.

Special Rates

Legal Advertising	\$2.70 per line
Blind Box Charges	\$15.00

Deadlines

Display Ad Deadlines

Publication Day	Deadline
Monday	Thursday 4 p.m.
Tuesday	Friday 4 p.m.
Wednesday	Monday 4 p.m.
Thursday	Tuesday 4 p.m.
Friday	Wednesday 4 p.m.
Saturday	Wednesday 4 p.m.
Sunday	Thursday 4 p.m.

Color Ads- add 24 hours to above deadlines

Word Ad Deadlines

Publication Day	Deadline
Monday	Friday 5 p.m.
Tuesday	Monday 3 p.m.
Wednesday	Tuesday 3 p.m.
Thursday	Wednesday 3 p.m.
Friday	Thursday 3 p.m.
Saturday	Friday 3 p.m.
Sunday	Friday 5 p.m.

Classified Column Sizes:

1 col = 1.181"	4 col = 4.957"	7 col = 8.733"
2 col = 2.439"	5 col = 6.215"	8 col = 9.991"
3 col = 3.698"	6 col = 7.474"	9 col = 11.25"

Maximize Your Advertising Impact

Color does more than draw attention to your ad. It helps bring it to life. Repeated studies show the same ad run with color will attract 75% more response than the black and white version during its first week. The power of color is available and affordable. Color discounts are also available.

	One Color	Two Color	Full Color
One time	\$215	\$340	\$445
12 Times/yr.	\$185	\$290	\$380
25 Times/yr.	\$165	\$260	\$340
50 Times/yr.	\$140	\$210	\$275
100 Times/yr.	\$125	\$195	\$250

Out-of-Area

Classified Daily	\$19.00
Classified Sunday	\$21.32

Other Charges

Excessive proof changes and ads set but not run will be charged at the rate of \$25.00 per hour. Typesetting charges are \$50.00 per hour.