



2011 ADVERTISING RATE CARD

THE DAILY
JOURNAL

Effective April 1, 2011

Main Office

8 Dearborn Square, Kankakee, Illinois 60901

Satellite Offices

1180 N. Convent, Bourbonnais, Illinois 60914

47 W. Second, Manteno, Illinois 60950

104 W. Main St., Peotone, Illinois 60468

100 S. 4th St., Watseka, Illinois 60970

Advertising Phone: 815.937.3355 **Fax:** 815.929.2128

Classified Phone: 815.937.3340 **Fax:** 815.937.3301

Editor & Publisher Len R. Small

General Manager Ken Munjoy

Business Manager Cindy Liptak

Advertising Director Neil Shannon, 815.937.3303

Classified Supervisor Marcia Hellmuth, 815.929.7490

The Daily Journal is published every afternoon Monday through Friday and on Saturday mornings. *TV This Week* is published every Saturday, *Money Saver™* every Monday, *HomeGuide* every Friday. *Homefinder* is published monthly. We serve 5 counties in Illinois and Lake Village, Indiana.

■ **Regulations**

The Daily Journal reserves the right to revise, reject or cancel any copy or illustration at any time which doesn't meet its standards of acceptance.

Tobacco and handgun advertising are not accepted.

All advertisements which simulate news content shall carry the word "Advertisement" at the top of the ad.

All advertising must contain the complete name and signature of the firm, individual or organization paying for the ad, with the exception of "teaser" ads where only the name is necessary.

All advertisements are charged to the quarter inch depth. Ads measuring more than 18 inches in depth will be invoiced at 21.50 inches.

Advertisements appearing in *The Daily Journal* products are the property of *The Daily Journal* and not the advertiser.

■ **Credit Terms & Conditions**

Credit is offered to advertisers upon *The Daily Journal* approval of a credit application. Until credit is approved, advertising may be paid for with cash, check, money order or by Visa, MasterCard, American Express or Discover.

Advertising is payable in full by the 15th of the following month.

Balances not paid within 30 days of billing will be assessed a service charge of 1.5% per month, an 18% annual percentage rate. The service charge will be added to the next month's statement.

"The Publisher reserves the right to cancel advertising at any time if the advertiser defaults on agreed prepayment for advertising, or payment of bills, or in the event of any persistent violations of any of the conditions herein named, on the part of the advertiser. Upon such cancellation, all advertising space used and unpaid shall become immediately due and payable."

We reserve the right to refuse credit if an account becomes past due.

■ **Liability for Omission**

Every effort is made to prevent the omission of an advertisement or a portion of an advertisement, but should an omission occur, *The Daily Journal* assumes no liability or financial responsibility for the omission.

■ **Advertiser's Liability**

The Advertiser and/or Advertising Agency agrees to defend and indemnify the Publisher against any liability, loss, or expense arising from claims of libel, unfair competition, in fair trade practices, infringement of trademarks, copyrights, trade names, patents, or propriety rights or violation of rights of privacy, resulting from the publication of the Advertiser's advertisement.

■ **Errors in Advertising**

When an advertisement contains an error which is not the fault of the advertiser, the liability of *The Daily Journal* shall not exceed supplying a correction letter and credit for the space occupied by the incorrect item. No responsibility is assumed for more than one incorrect insertion of any advertisement. Claims for errors must be made within 15 days from the date of invoice.

■ **Rate Changes**

The Daily Journal reserves the right to change rates at any time.

■ **Grouping**

Grouping of space by more than one retail outlet is not permitted unless the same commodities/services are sold under the same store name and ownership.

■ **Proofs & Corrections**

Proofs delivered to the advertiser by hand, fax, or e-mail must be returned to *The Daily Journal* by the same method. Radical changes or undue revisions of proof copies will be charged a \$50/hour fee. Limit two proofs per scheduled new ad; additional proofs will be invoiced at \$25 per proof. Two tearsheets will be provided; additional tearsheets available, please call with amount needed to obtain a price quote.

■ **Deadlines**

PUBLICATION	DEADLINE
Sat./Sun. edition	Thursday 10:00 a.m.
Sat./Sun. Life Section	Monday 10:00 a.m.
Monday's edition	Thursday 5:00 p.m.
Tuesday's edition	Friday 10:00 a.m.
Wednesday's edition	Monday 10:00 a.m.
Thursday's edition	Tuesday 10:00 a.m.
Friday's edition	Wednesday 10:00 a.m.
Money Saver™	Thursday Noon
Happenings	Thursday Noon
TV This Week	Tuesday, 2 weeks prior
HomeGuide	Monday 10:00 a.m.
Bride's Guide	Wednesday, 11 days prior

■ **Cancellations & Late Ads**

Deadline for cancellation of ad is noon, two business days prior to scheduled publication. Advertisers will be charged 25% of the ad space for ads canceled after the cancellation deadline. Select specialty publications require more notice of cancellation.

■ Composition

The Daily Journal, Money Saver,[™] and HomeGuide Retail & Classified Display Format

COLUMN WIDTH	INCHES	PICAS	POINTS
1-Column	1.64"	9p10	.118.0
2-Column	3.39"	20p4	.244.0
3-Column	5.14"	30p10	.370.0
4-Column	6.89"	41p4	.496.0
5-Column	8.64"	51p10	.622.0
6-Column	10.38"	62p4	.748.0
Double Truck	21.88"	131p4	.1576.0
Page Depth	21.5"	129p0	.1548.0

Keepsake Directory Ads = 1 col. (1.75 in.) x up to 4 in.
Happenings = 2 col. (2.51 in.) x 2.75 in.

TV This Week Format

COLUMN WIDTH	INCHES	PICAS	POINTS
1-Column	1.64"	9p10	.118.0
2-Column	3.39"	20p4	.244.0
3-Column	5.14"	30p10	.370.0
4-Column	6.89"	41p4	.496.0
5-Column	8.64"	51p10	.622.0
6-Column	10.38"	62p4	.748.0
Double Truck	21.38"	128p4	.1540.0
Page Depth	10.38"	62p4	.748.0

Fronteras, MyWheels Finder & Special Sections (Tabloid—Modular Format)

COLUMN X IN.	INCHES	PICAS	POINTS
1/16 page*	1x2.47"	2.47"x2.47"	14p10x14p10 . 178x178
1/8 page*	2x2.47"	5.11"x2.47"	30p8x14p10 . 368x178
1/4 page	2x5.11"	5.11"x5.11"	30p8x30p6 . 368x368
1/2page horiz.	4x5.11"	10.38"x5.11"	62p4x30p6 . 748x368
1/2 page vert.	2x10.38"	5.11"x10.38"	30p8x62p4 . 368x748
Full page	4x10.38"	10.38"x10.38"	62p4x62p4 . 748x748
Double Truck	9x10.38"	21.38"x10.38"	128p4x62p4 . 1540x748

*Sizes not available for Fronteras & MyWheels Finder

HOMEFINDER & Special Sections (Stitched & Trimmed Magazine-Style—Modular Format)

COLUMN X IN.	INCHES	PICAS	POINTS
1/8 page**	2x2.21"	4.56"x2.21"	27p5x13p3.5 . 334x159.5
1/4 page	2x4.59"	4.56"x4.59"	27p5x27p7 . 334x331
1/2page horiz.	4x4.59"	9.44"x4.59"	56p8x27p7 . 680x331
1/2 page vert.	2x9.36"	4.56"x9.36"	27p5x56p2 . 334x674
Full page	4x9.36"	9.44"x9.36"	56p8x56p2 . 680x674
Double Truck	9x9.36"	19.59"x9.36"	117p7x56p2 . 1411x674

**Sizes not available for HOMEFINDER.

Composition Method — Photocomposition

Printing Process — Offset

■ Proofs

All proofs must be returned approved by 3:00 p.m. on the day before publication or the ad will run as is.

■ Acceptable Formats for Printing

APPLICATIONS	IMAGE FORMATS
Adobe Acrobat 8	PDF
Adobe InDesign CS3	EPS
Adobe Photoshop CS3	Tiff
Adobe Illustrator CS3	JPEG
Quark XPress 6.5	

Send ads via E-mail, AP AdSend, FTP; or on CD, DVD, or flash drive by mail. Please call for address information. 815.939.6642.

Ads can be Spot Color*, 4-Color Process, or Black and White.

*We do not utilize Pantone (PMS) inks. Please use a CMYK color model for spot colors.

We Understand! – We know that the process of preparing and sending your ads can be a complicated and sometimes frustrating experience. And we are here to help! If you have questions, please call 815.939.6646.

■ Retail Display Rates

Non-Commissionable credit approved rates. Rate is determined by the number of runs for the same ad during a 7 day period.

Rates Per Column Inch

Annual Commitment	Level	1 run		2 runs		3 runs		4 runs		5 runs		6 runs	
		Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun
Open Rate	0	30.71	36.86	26.87	33.02	25.08	31.23	23.80	29.95	22.73	28.87	21.76	27.90
\$1,500	1	24.57	29.49	21.50	26.41	20.07	24.98	19.04	23.96	18.18	23.10	17.40	22.32
\$5,000	2	22.11	26.54	19.35	23.77	18.06	22.48	17.14	21.56	16.36	20.79	15.66	20.09
\$10,000	3	21.58	25.89	18.88	23.19	17.62	21.94	16.72	21.04	15.97	20.28	15.28	19.60
\$15,000	4	21.04	25.25	18.41	22.62	17.18	21.39	16.31	20.51	15.57	19.78	14.90	19.11
\$20,000	5	20.50	24.60	17.94	22.04	16.74	20.84	15.89	19.99	15.17	19.27	14.52	18.62
\$30,000	6	19.96	23.96	17.47	21.46	16.30	20.30	15.47	19.46	14.77	18.77	14.14	18.13
\$50,000	7	19.35	23.22	16.93	20.80	15.80	19.67	15.00	18.87	14.32	18.19	13.71	17.58
\$75,000	8	18.73	22.48	16.39	20.13	15.30	19.04	14.52	18.26	13.86	17.61	13.27	17.01

COLUMN INCH SIZE DISCOUNTS: 16"–64" 4% / 64.25"–128" 7% / Full Page 10%

All ROP ads can appear on Daily-Journal.com for an additional fee: up to 32" add \$10; 33"–64" add \$25; 64.25"–129" add \$50.

Church/Charity Rates and Guidelines

Daily	Sat/Sun
\$18.73	\$22.48

Discounted rates for church and charity apply to services and fund-raising events only. This does not include items for sale unless proceeds are donated to a charitable cause. The rate does not apply to recruitment ads.

The following are examples of the types of events that qualify: Auction, Bazaar, Casino Night, Dance, Dinners and Ticket Sales. Private fund-raisers (family illness or other misfortune) also qualify.

Events for chambers of commerce, hospitals, political parties or candidates, tax paying bodies and for profit organizations do not qualify.

■ National Commissionable Rates

Rates commissionable at 15%

Daily	Sat/Sun
\$36.13	\$43.36

■ Advertising Deadlines

PUBLICATION DATE SPACE/COPY DEADLINE

Monday.....	5 p.m., Thursday prior
Tuesday.....	10 a.m., Friday prior
Wednesday.....	10 a.m., Monday prior
Thursday.....	10 a.m., Tuesday prior
Friday.....	10 a.m., Wednesday prior
Sat./Sun.	10 a.m., Thursday prior

Late ads will only be accepted if time and space allow and may incur a 15% surcharge.

Ad cancellation requests after deadline are not guaranteed. If the request is honored, advertiser will be billed at 25% of the original ad cost.

Political Advertising Rates and Guidelines

Same as *The Daily Journal* Display Rates.

Political advertising is billed at Display Rates. Political advertising clients are also invited to use any of our retail advertising programs, providing the qualifications are met.

All political advertisements must carry the phrase, "Political Advertisement" plus the name & address of person placing the advertisement. Proof of allegations must accompany copy and be substantiated. **Political ads must be prepaid.**

■ Color

Black & one color, no minimum size
Daily \$200.....Sat/Sun \$210

Black & two colors, no minimum size
Daily \$290.....Sat/Sun \$307

Full Color Process, no minimum size
Daily \$400.....Sat/Sun \$424

■ Placement Requests

We make every attempt to honor position requests. If a specific page is imperative to your ad, a page guarantee is available by adding a 25% surcharge. If a specific section is desired, add 10% surcharge. Priority is determined by availability of space, frequency of program and size of ad.

■ Special Placement Advertising

Do you want to advertise your business on page 2, on the weather page, section front, or on the front page of Classified? For more information on rates, frequency and availability in these premium spots, call to speak with your advertising consultant or phone 815.939.6642.

Full Circulation Preprint Rates – Cost Per Thousand based on Annual Frequency

Size	1-11 TIMES		12-35 TIMES		36-71 TIMES		72 OR MORE	
	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun
card/single sheet*	\$32.20	\$33.40	\$31.10	\$32.20	\$29.90	\$31.05	\$28.80	\$29.85
2 broadsheet/4 tabloid	\$47.15	\$48.90	\$42.60	\$44.15	\$37.95	\$39.30	\$33.40	\$34.55
4 broadsheet/8 tabloid	\$56.35	\$58.40	\$51.80	\$53.65	\$47.20	\$48.90	\$41.40	\$42.90
6 broadsheet/12 tabloid	\$64.40	\$66.80	\$59.80	\$61.95	\$54.05	\$56.00	\$47.20	\$48.90
8 broadsheet/16 tabloid	\$71.30	\$73.90	\$65.55	\$67.95	\$59.80	\$61.95	\$51.80	\$53.65
10 broadsheet/20 tabloid	\$77.10	\$79.90	\$71.30	\$73.95	\$64.40	\$66.75	\$56.35	\$58.65
12 broadsheet/24 tabloid	\$81.70	\$84.65	\$74.80	\$77.45	\$67.90	\$70.30	\$59.80	\$61.95
14 broadsheet/28 tabloid	\$85.10	\$88.20	\$78.20	\$81.05	\$71.30	\$73.95	\$63.25	\$65.60
16 broadsheet/32 tabloid	\$86.40	\$89.60	\$79.50	\$82.45	\$72.60	\$75.35	\$64.50	\$67.00
18 broadsheet/36 tabloid	\$87.40	\$90.60	\$80.50	\$83.45	\$73.60	\$76.30	\$65.55	\$67.95

Over 18 broadsheet/36 tabloid, per 2 broadsheet/4 tabloid add \$3.00/M.
Materials needed at least ten days prior to publication date.

Zoned Preprint Rates

Cost Per Thousand – Annual Frequency

Limited zoning available. The minimum billed quantity is 5,000.

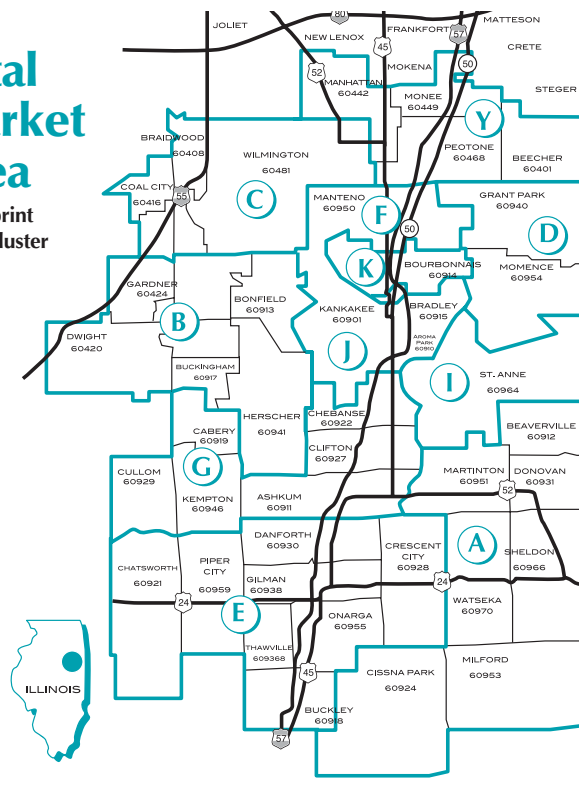
Size	1-11 TIMES	12-35 TIMES	36-71 TIMES	72 OR MORE
card/single sheet*	\$40.45	\$38.85	\$37.10	\$35.40
2 broadsheet/4 tabloid	\$58.10	\$52.20	\$45.25	\$40.15
4 broadsheet/8 tabloid	\$70.45	\$64.30	\$56.00	\$49.55
6 broadsheet/12 tabloid	\$80.35	\$72.80	\$65.50	\$55.45
8 broadsheet/16 tabloid	\$87.75	\$80.10	\$71.50	\$62.55
10 broadsheet/20 tabloid	\$96.40	\$86.20	\$77.40	\$67.25
12 broadsheet/24 tabloid	\$101.30	\$92.25	\$81.00	\$70.80
14 broadsheet/28 tabloid	\$105.10	\$95.90	\$84.55	\$75.50
16 broadsheet/32 tabloid	\$107.20	\$97.50	\$86.40	\$76.70
18 broadsheet/36 tabloid	\$108.75	\$98.35	\$88.15	\$77.85
Over 18 broadsheet/36 tabloid, per 2 broadsheet/4 tabloid	add \$7/M	add \$6/M	add \$5/M	add \$4/M

Preprint Instructions

- Preprints are accepted when copy is not false or misleading, is in good taste & meets acceptance standards that apply for all advertising in The Daily Journal.
- Delivery of preprinted material to the newspaper is the expense of the advertiser and should be scheduled for arrival ten days prior to publication date.
- Shipment of sections should be on standard pallets not exceeding 6-feet in height. Each should be plainly labeled with insertion date and the number of inserts stacked thereon. All delivery truck drivers must tailgate their load at our plant. We reserve the right to refuse damaged pallets.
- Advertiser assures The Daily Journal that material accepted as supplements in mailed distribution will not include envelopes, tabbed cards or any other printed material that violates postal regulations.
- *Maximum size 11" x 12"; minimum size 5" x 7". Tabloid size is 10.25" x 12.5". Inserts larger than tabloid size will be billed as a broadsheet. Card/single sheets inserts must be printed on 60# stock, otherwise no guarantee of misses or doubles.
- Inserts of unusual size, shape, weight or containing special features such as scratch dots or peel offs, may require handling charges or may be uninsertable. To avoid this, advertiser should send sample in advance of scheduling. Perforated inserts and thin stock are discouraged.
- We have the right of refusal or adding extra charges.
- Call your advertising consultant for information or phone 815.937.3356.
- Receiving hours: Mon. – Thur. 7:30 a.m. – 4 p.m. and 7:30 p.m. – 2 a.m.; Fri. 7:30 a.m. – 4 p.m.; Sat. 6:30 a.m. – 2:30 p.m.; Sun. 7:30 p.m. – 2 a.m. Phone: 815.937.3875 or 815.937.3329.

Total Market Area

by Preprint Zone Cluster



Printsert Program

The prices below are per piece on 8-1/2" x 11" gloss or 60# white and include design and printing. Distribution charges are additional. Add preprint rates. For printing on color paper or any custom print quotes, call your advertising consultant or Ad Services at 815.802.5219.

Quantity	BLK or 1 COLOR	BLK or 1 COLOR	FULL COLOR
	1-SIDED	2-SIDED	1 OR 2-SIDED
Up to 5,000	8.3¢	8.4¢	9.5¢
5,001 to 10,000	5.5¢	5.7¢	6.5¢
10,001 to 15,000	5¢	5.5¢	6¢
15,001 to 30,000	4.5¢	5¢	5.5¢
30,001 and over	4¢	4.5¢	5¢

Please allow ten working days to design, print and insert your advertisement. Minimum order \$300. Must print full circulation run for Saturday/Sunday insertion.

Classified Display Rates

Non-Commissionable credit approved rates. Rate is determined by the number of runs for the same ad during a 7 day period.

Rates Per Column Inch

Annual Commitment	Level	1 run		2 runs		3 runs		4 runs		5 runs		6 runs	
		Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun	Daily	Sat/Sun
Open Rate	0	33.81	40.57	29.58	36.35	27.61	34.37	27.05	33.81	25.02	31.78	23.95	30.71
\$1,500	1	27.05	32.46	23.67	29.08	22.09	27.50	21.64	27.05	20.02	25.43	19.16	24.57
\$5,000	2	24.34	29.21	21.30	26.17	19.88	24.75	19.47	24.34	18.01	22.88	17.24	22.11
\$10,000	3	23.75	28.50	20.78	25.53	19.40	24.15	19.00	23.75	17.58	22.33	16.82	21.57
\$15,000	4	23.16	27.79	20.26	24.90	18.91	23.55	18.53	23.16	17.14	21.77	16.40	21.04
\$20,000	5	22.57	27.08	19.75	24.26	18.43	22.94	18.05	22.57	16.70	21.21	15.99	20.50
\$30,000	6	21.98	26.37	19.23	23.62	17.95	22.34	17.58	21.98	16.26	20.66	15.57	19.96
\$50,000	7	21.30	25.56	18.64	22.90	17.40	21.66	17.04	21.30	15.76	20.02	15.09	19.35
\$75,000	8	20.62	24.75	18.05	22.17	16.84	20.97	16.50	20.62	15.26	19.39	14.61	18.73

COLUMN INCH SIZE DISCOUNTS: 16"–64" 4% / 64.25"–128" 7% / Full Page 10%

National Commissionable Rates

Rates commissionable at 15%

Daily	Sat/Sun
\$49.29	\$59.15

Color

Black & one color, no minimum size..... Daily \$200.... Sat/Sun \$210
 Black & two colors, no minimum size ... Daily \$290.... Sat/Sun \$307
 Full Color Process, no minimum size..... Daily \$400.... Sat/Sun \$424

Advertising Deadlines

Classified Display Ads

PUBLICATION DATE **SPACE/COPY DEADLINE**

Monday..... 4 p.m., Thursday prior
 Tuesday..... 10 a.m., Friday prior
 Wednesday..... 10 a.m., Monday prior
 Thursday..... 10 a.m., Tuesday prior
 Friday..... 10 a.m., Wednesday prior
 Sat./Sun. 10 a.m., Thursday prior
Late ads will only be accepted if time and space allow and may incur a 15% surcharge.

Ad cancellation requests after deadline are not guaranteed. If the request is honored, advertiser will be billed at 25% of the original ad cost.

Classified Line Ads

Line ads are due 4:30 p.m. day prior to publication.
 Phone hours 7:00 a.m. – 5:30 p.m.
 View classified ads online at Daily-Journal.com.
 Build your ad on-line 24 hours a day, 7 days a week at:
 6ClicksToSell.com.

Additional Enhancements

Borders, bold typeface, artwork and logos, available. All line ads appear on-line and are searchable.

Advertising Programs

Blind Box Ads

\$17.00 for mailed replies or **\$11.00** for replies picked up at our Kankakee office. Replies are mailed on Tuesdays & Fridays.

Card of Thanks and In Memoriam Ads

Daily **\$10.05**, Sunday **\$10.66** per column inch. No discount applies.

Legal Advertising

\$2.76 per line, per day. **\$30.00** minimum charge. No discount applies.

Business & Professional Directory

Discount packages are available.

HomeGuide

Same as *The Daily Journal* Classified Display Rates.

For current real estate inventory and complimentary editorial features of interest to any home buyer or home owner, our readers look to the HomeGuide published in *The Daily Journal* every Friday.

Space reservation and copy deadline is 5 p.m. the Monday prior to publication. For more information, call 815.939.6642.

Or to advertise in the HomeGuide's Agent Directory at a low monthly rate, call 815.937.3340.

