

REAL ESTATE
ADVERTISING RATES & INFORMATION

DAILY HERALD



254.501.7525

KDHHOMEFINDER.COM
REALESTATE@KDHNEWS.COM

THE DAILY HERALD'S GROWING REACH

More locations than any other real estate magazine in Central Texas!

FORT HOOD AREA HOMEFINDER MAGAZINE

SPACE RESERVATION: THE 10TH OF EACH MONTH

AD COPY: THE 12TH OF EACH MONTH • CAMERA-READY ADS: THE 15TH OF EACH MONTH

DISTRIBUTION: 3RD-5TH DAY OF THE FOLLOWING MONTH



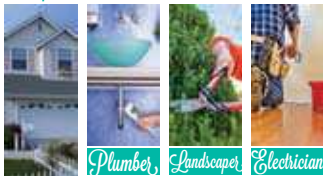
When Central Texans are searching for a new home, they turn to the HomeFinder magazine - a premium, full-color magazine showcasing the area real estate. Take advantage of contract pricing for additional savings when you advertise regularly. Delivered to over 400 locations throughout Central Texas, the HomeFinder magazine is quickly becoming the primary advertising vehicle for the real estate industry. Increase your real estate sales by advertising in this exclusive product. The magazine includes full process color at no additional charge. It features articles about real estate, helpful hints, advertisements from area real estate companies and individual Realtors®, featured builders, rental and real estate listings, home improvement services, local trends in real estate and much more!

MONTHLY HOMEFINDER MAGAZINE RATES

SIZE	MECHANICAL SPECS	OPEN CONTRACT	12 MONTHS	6 MONTHS	3 MONTHS
Center Spread	17" x 11"	\$900	\$750	\$800	\$850
Double-Track	17" x 11"	\$825	\$710	\$760	\$800
Full Page	8.5" x 11"	\$400	\$340	\$352	\$360
1/2 Page (H)	8" x 5"	\$300	\$255	\$264	\$270
Quarter Page	4" x 5"	\$200	\$135	\$150	\$175
Business Card	4" x 2.5"	\$75	\$50	\$60	\$65

PROFESSIONAL PROFILES

These professionals can help maintain your home



Plumber
Home repairs are inevitable. For the homeowner who also happens to be handy with a hammer, the occasional home repair is nothing to fear and something that many men enjoy. But there aren't so many women who aren't so adept at home repairs, and such men and women typically rely on trained professionals when something goes awry around the house. For those homeowners who either don't have the time or the ability to fix issues that arise around the house, they call on professional home service providers. List your business in our professional profile section and get your name out among the new home owners in Central Texas!

Landscaper
Homeowners have a lot of choices when it comes to landscaping. A professional landscaper can help you choose the right plants and trees for your property and maintain them throughout the year. A typical landscaper offers a variety of services, from mowing and lawn care to tree removal and irrigation. The danger of working with a landscaper is that many are not trained in the art of landscaping. Many homeowners have been burned by cheap landscaping services that do not last. A professional landscaper will have the experience and knowledge to take care of your property. Many homeowners are unaware of the science behind landscaping and how to help in weather the seasons without losing their investment.

Electrician
An electrician specializes in addressing a building or home's electrical wiring issues. Electrical wiring is a complex system that can be very dangerous if not installed or repaired correctly. An electrician can fix wiring issues, but many also can design and install new electrical components and systems. The danger of working with an electrician is that many are not trained in the art of electrical wiring. Many homeowners have been burned by cheap electrical services that do not last. A professional electrician will have the experience and knowledge to take care of your property. Many homeowners are unaware of the science behind electrical wiring and how to help in weather the seasons without losing their investment.

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A quarter page listing includes a photo, logo and bio for just \$99!

MECHANICAL SPECS FOR A PROFESSIONAL PROFILE MEASURE 1 VERTICAL QUARTER-PAGE COLUMN. (1.875" X 10")
WORD COUNT PER PROFILE IS APPROXIMATELY 100 WORDS

HOMEFINDER BUSINESS SERVICE DIRECTORY

Already running a Business Service Directory ad in the Daily Herald? Maximize your exposure AND save money by bundling your advertisements! Business service professionals - reach first time and veteran homeowners alike in the HomeFinder BSD. Property management companies and private landlords - list rentals and homes for sale!

SIZE	OPEN RATE	PICK-UP ADS
1x2	\$20	\$10
1x3	\$25	\$12.50
1x4	\$30	\$15

HOMES FOR SALE • DUPLEXES/TOWNHOMES • MOBILE HOMES
APARTMENTS • HOUSES • STORAGE • ROOMS/ROOMMATES •
PROPERTY MANAGEMENT • CARPET CLEANING • AC/HEATING
• APPLIANCE REPAIR • BUILDING/REMODELING • CARPENTRY
• CARPET CLEANING • ELECTRICAL SERVICES • FENCING
• FOUNDATION REPAIR • GARAGE DOORS • HANDYMAN • HOME
DECOR • HOME INSPECTION • LOCKSMITH • PAINTING • PLUMBING
• ROOFING • TREE SERVICE • YARDWORK / LANDSCAPING

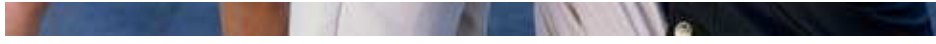
DON'T SEE IT? JUST ASK!





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 Daily Herald's newspaper-designated market includes Killeen, Florence, Nolanville, Fort Hood, Copperas Cove, Gatesville, Harker Heights, Belton and Salado with a combined population of more than 400,000.

TARGETING YOUR MARKET



SUNDAY REAL ESTATE GUIDE

SUNDAY REAL ESTATE GUIDE OF CENTRAL TEXAS

AD COPY: WEDNESDAY AT NOON - CAMERA-READY ADS: FRIDAY AT NOON
 DISTRIBUTION: RUNS INSIDE THE SUNDAY EDITION OF KDH CLASSIFIEDS

The Sunday Real Estate Guide offers another exciting section tailor-made for real estate. This colorful section offers a substantial discount on full-color ads and is a full-service product for anyone looking to buy, sell, rent or make over a home. This guide includes process color at no additional charge!

WEEKLY SUNDAY REAL ESTATE GUIDE RATES

SIZE	MECHANICAL SPECS	OPEN	4 WEEKS (1 MONTH)	8 WEEKS (2 MONTHS)	12 WEEKS (3 MONTHS)
Eighth Page	3.532" x 2.375"	\$58.00	\$55.10	\$53.36	\$52.20
Quarter Page	3.532" x 4.75"	\$115.00	\$109.25	\$105.80	\$103.50
Half Page	7.141" x 4.75"	\$210.00	\$199.50	\$193.20	\$189.00
Full Page	7.141" x 9.5"	\$372.00	\$353.40	\$342.24	\$334.80

HAVE EDITORIAL CONTENT that you'd like to submit for one of our publications? Just ask your sales representative about being featured in our next magazine!

254.501.7525
 realestate@kdhnews.com



SATURDAY OPEN HOMES:

In addition to the daily advertising in the Daily Herald, the real estate community has the opportunity to capture potential customers through the Saturday Open Homes section. Saturday Open Homes features full-color ads at over 67% discount from normal full-color rates, and is placed ideally in the Real Estate Classified Section.

AD COPY DEADLINE: FRIDAY AT NOON
 DISTRIBUTION: SATURDAY KILLEEN DAILY HERALD
 RATE: \$14.95 PER COLUMN INCH

REAL ESTATE CONNECTION:

Showcase your business in our Fort Hood Herald & Cove Herald Real Estate Connection. The Fort Hood Herald is a primary source of military news and advertising information for soldiers and their families. The Cove Herald provides total market coverage to Copperas Cove and Coryell County. These papers are delivered to interested consumers who willingly invite your advertising message into their homes. **This special section includes full process color at no additional charge.**

FORT HOOD HERALD
 AD COPY DEADLINE: MONDAY BY NOON
 DISTRIBUTION: EVERY WEDNESDAY

COVE HERALD
 AD COPY DEADLINE: WEDNESDAY BY NOON
 DISTRIBUTION: EVERY FRIDAY

CALL AND ASK ABOUT OUR DISCOUNTED RATES!

GUIDELINES

CO-OP SERVICE

Take advantage of the opportunity to have others pay for your advertising! The 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!



ADDITIONAL GUIDELINES

Submission of an ad or advertising order constitutes an agreement of all terms and conditions listed herein, and such an agreement supersedes any other terms submitted by the advertiser or his agent. All rates quoted are net. All advertising is payable when ad copy is submitted unless prior credit is established.

Errors on the part of the Daily Herald which render the ad valueless will be adjusted only on the part of the ad in error, and only for regular charges for that portion of the ad. Ads rerun at no charge due to errors will be run in the first available edition after the error is brought to the attention of the newspaper. Claims for the adjustment in billing must be made within 30 days of billing.

In no event shall the publisher be liable for any consequent damages, lost profits, lost business, or any nature other than the return of charges made to the advertiser in connection with the advertising material.

The advertiser shall defend, indemnify and hold harmless

the publisher against any claim of liability of losses asserted or established against the publisher by any reason of the publication of any advertisement in subsequent issues.

All advertising is subject to approval. The publisher reserves the right to revise or reject any advertisement which may be deemed objectionable, whether in subject matter, graphics, wording or setup.

Proofs of ads are delivered to advertisers when requested. Advertiser or authorized agent's approval of proof removes all responsibility for errors in price or copy from the newspaper. In the case of ads running multiple times, please check your ad on the first day the ad is published. All camera work and copy produced by the Killeen Daily Herald will be available to the advertiser only and will not be shared with any other company.

Space is not sold or reserved contingent upon approval of the proof. A proof may be shown on ads if the copy has been received by established deadlines for checking typographical work only. Proofs are not shown on late ads, and the Killeen Daily Herald takes no responsibility for errors on ads that are submitted after established deadlines.

No positions within the paper are promised; however, position requests may be granted whenever possible

when such requests are in keeping with the composition policy and mechanical requirements of the publisher. Adjustments of advertising charges will not be made on the basis of an ad's position in the newspaper. Advertising which is requested to run conditionally upon receipt of a particular position will not be accepted.

Ads cannot be cancelled after the established deadline, except in cases of extreme emergency and at the discretion of the publisher. If merchandise failed to arrive or is not available for sale, the Killeen Daily Herald will make reasonable changes in the ad so it may run in the space and on the day scheduled. Editorial consideration does not accompany any class of paid advertisement.

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: Thumb Drive, CD, DVD

Software Format: Adobe InDesign, Illustrator, Photoshop, QuarkXpress

Preferred Format: PDF, TIFF, JPEG, EPS, Camera Ready

