

TODAY'S NEWS-HERALD

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Classified Liner Ad Rates

Revised February 1, 2008

Two Lines for 1 day.....	\$6.00 (Additional lines 2.75 ea.)
Two Lines for 2 days.....	\$8.00 (Additional lines 1.50 ea. per day)
Two Lines for 3 days.....	\$11.01 (Additional 1.25 ea. per day)
Two Lines for 4 days.....	\$13.00 (Additional 1.25 ea. per day)
Two Lines for 5 days.....	\$15.00 (Additional 1.25 ea. per day)
Two Lines for 6 days.....	\$18.00 (Additional 1.25 ea. per day)
Two Lines for 7 days.....	\$21.00 (Additional 1.00 ea. per day)
Two Lines for 14 days.....	\$33.04 (Additional 75¢ ea. per day)
Two Lines for 21 days.....	\$47.04 (Additional 75¢ ea. per day)
Two Lines for 28 days.....	\$61.04 (Additional 75¢ ea. per day)
Two Lines for 56 days.....	\$118.16 (Additional 50¢ ea. per day)

All Help Wanted and Real Estate ads have a 4-line minimum

Publication days are Monday through Sunday.

Above rates include publication on the "WEB" in an Internet classified searchable database. (view at www.havasunews.com)

Other options: Bold lines, centered lines, blank lines (white space) and Dingbats (symbols) available at 50¢ per item per day. Larger typeface, different fonts and borders available for private party ads only at \$2.00 per column inch per day. See your representative for details, see next item too.

Power Packages: 1 col. x 1 inch boxed ad with up to 6 lines of copy an no extra charges for special borders, bold lines, centered lines, blank lines, symbols, larger typeface or different fonts. Limited to private parties only. 2 days for \$13.00, 3 days for \$16.00, 7 days for \$29.00, 14 days for \$48.00, 28 days for \$85.00, 60 days for \$166.00.

PICK-UP your 2 line ad into the *Parker Pioneer* on Wednesday for \$1.00. (25¢ for each additional line)

COMBO RATE: \$18.00 for a 2 line ad for 7 consecutive days in *Today's News-Herald* (including publication on the WEB) plus one day in *Parker Pioneer*. (\$1.14 per day for each additional line)

MOTOPHOTO: for \$37.00 includes a photo of your vehicle in a 1 col. x 1.75" ad in our COMBO of 14 consecutive days in the *Today's News-Herald* plus 2 days in *Parker Pioneer* **plus 14 days on our website www.havasunews.com with a color photo!** For private parties only. Dealers contact a display advertising representative.

Show & Tell: for \$37.00, same as Motophoto above except for items for sale, private party only, non-commercial.

Next Day on the Web: Get your ad on the web at www.havasunews.com before it even appears in print! For only \$1.00 more a day your ad can be on the web starting the next working day. (example; place an ad at 3 pm. Monday, have it appear Tuesday and Wednesday on the web before it is printed in the paper starting Thursday)

Vehicles For Sale Under \$2,000: \$7.00 for 2 lines for 7 days in *Today's News-Herald* and *Parker Pioneer*, additional lines \$4.00 each. Limited to private parties only for cars, trucks, vans only (no motorcycles, boats, trailers, etc.)

Happy Ads: Birthday, Anniversary, any occasion, private party only, non-commercial. A 2x2 with border and photo or artwork is \$15.00 for one day, \$28.00 for two days. For larger ad, multiples (2x4, 2x6) can be run for double or triple rate.

Free Classified Ads: Applies only to items for sale priced at under \$200 per item (or free or lost and found items). Each ad limited to 2 lines for 3 days in *Today's News-Herald* and 1 day in *Parker Pioneer*. Limited to private parties only, 3 ads per person per month, **must be submitted in writing**. **Lost and Found** ads are also free for 2 lines for 3 days in TNH and 1 day in *Parker Pioneer*.

Parker Pioneer Rates: 15 words or less, \$4.20 per publication plus 2% sales tax. Additional words 11¢ per word per publication. Buy 3 consecutive weeks, get the 4th. week for FREE!

Display Classified Rate: \$19.92 pci. net, 7 consecutive days at 60% repeat discount. Pickup into *Parker Pioneer* for 5.68 pci. net + tax.

Today's News-Herald Deadlines:

Mondays	Thursday 2 p.m.	Saturdays	Wednesday 2 pm.
Tuesdays	Friday noon	Sundays	Thursday noon
Wednesdays	Monday noon		
Thursdays	Tuesday noon	Parker Pioneer	Thursday 4 p.m.
Fridays	Wednesday noon	River Extra-Sun	Tuesday noon

