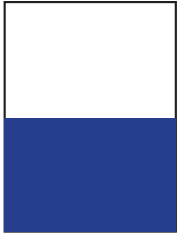


Herald-Top 6 Print Ad Sizes



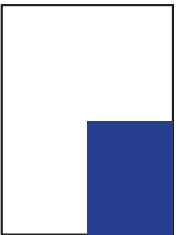
HERALD FULL PAGE - 7xFULL

	52X	26X	13X	4X	Open
HERALD FULL PAGE - 7xFULL	\$67,080	\$38,532	\$21,801	\$5,264	
Rate Per Insertion	\$1290	\$1482	\$1,677	1,316	1,943
Herald Ad	7 col x 15.5"	7 col x 15.5"	7 col x 15.5"	7 col x 15.5"	7 col x 15.5"
All Ads Are Full Color					



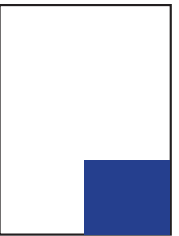
HERALD HALF PAGE - 7x8

HERALD HALF PAGE - 7x8	\$34,788	\$19,942	\$11,297	\$3,756	
Rate Per Insertion	\$669	\$767	\$869	\$939	\$1,010
Herald Ad	7 col x 7.7"	7 col x 7.7"	7 col x 7.7"	7 col x 7.7"	7 col x 7.7"
All Ads Are Full Color					



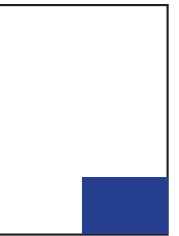
HERALD QUARTER PAGE - 3x8

HERALD QUARTER PAGE - 3x8	\$15,860	\$9,074	\$5,148	\$1,720	
Rate Per Insertion	\$305	\$349	\$396	\$430	\$464
Herald Ad	3 col x 7.7"	3 col x 7.7"	3 col x 7.7"	3 col x 7.7"	3 col x 7.7"
All Ads Are Full Color					



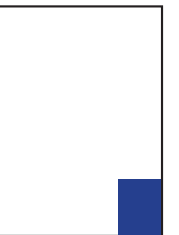
HERALD SIXTH PAGE - 3x5

HERALD SIXTH PAGE - 3x5	\$11,284	\$6,422	\$3,653	\$1,228	
Rate Per Insertion	\$217	\$247	\$281	\$307	\$332
Herald Ad	3 col x 5"	3 col x 5"	3 col x 5"	3 col x 5"	3 col x 5"
All Ads Are Full Color					



HERALD EIGHTH PAGE - 3x4

HERALD EIGHTH PAGE - 3x4	\$9,152	\$5,226	\$2,977	\$1,000	
Rate Per Insertion	\$176	\$201	\$229	\$250	\$272
Herald Ad	3 col x 3.75"	3 col x 3.75"	3 col x 3.75"	3 col x 3.75"	3 col x 3.75"
All Ads Are Full Color					



HERALD SIXTEENTH - 2x3

HERALD SIXTEENTH - 2x3	\$5,148	\$2,886	\$1,664	\$564	
Rate Per Insertion	\$99	\$111	\$128	\$141	\$155
Herald Ad	2 col x 3.25"	2 col x 3.25"	2 col x 3.25"	2 col x 3.25"	2 col x 3.25"
All Ads Are Full Color					