

Tri-City Herald **DISPLAY ADVERTISING RATES**

October 1, 2002 through September 30, 2003

OPEN RATE	RETAIL RATE		CLASSIFIED RATE		ONE COLOR	TWO COLORS	THREE COLORS	REPEAT IN TMC
	WEEKDAY	WKND/HOLIDAY	WEEKDAY	WKND/HOLIDAY				
	27.34	29.60	20.64	22.31	341	604	840	6.72

ANNUAL DOLLAR LEVEL	RETAIL RATE		CLASSIFIED RATE		ONE COLOR	TWO COLORS	THREE COLORS	REPEAT IN TMC
	WEEKDAY	WKND/HOLIDAY	WEEKDAY	WKND/HOLIDAY				
\$1,200	23.59	25.54	17.43	18.83	326	589	830	6.72
\$2,400	20.44	22.14	15.29	16.51	326	589	830	6.72
\$3,600	20.19	21.81	15.14	16.35	326	589	830	6.72
\$4,800	20.11	21.71	15.10	16.31	326	589	830	6.72
\$6,000	20.06	21.66	15.06	16.26	326	589	830	6.72
\$7,200	19.92	21.62	15.02	16.21	326	589	830	6.72
\$10,200	19.78	21.37	14.94	16.14	326	589	830	6.72
\$13,700	19.53	21.09	14.87	16.05	326	589	830	6.72
\$17,700	19.48	21.03	14.77	15.96	326	589	830	6.72
\$21,700	19.43	21.02	14.68	15.86	326	589	830	6.72
\$27,700	19.40	20.96	14.58	15.75	326	589	830	6.72
\$33,700	19.38	20.94	14.49	15.65	326	589	830	6.72
\$41,200	19.36	20.92	14.40	15.55	326	589	830	6.72
\$56,200	19.32	20.86	14.28	15.42	326	589	830	6.72
\$71,200	19.27	20.81	14.16	15.30	326	589	830	6.72
\$100,000*	19.22	20.75	14.05	15.17	326	589	830	6.72

*Above \$100,000 annual earns a customized dollar volume contract.

THRIFTY PICK UPS – ROP clients will receive a 30% rate discount on any subsequent ad run without changes within 6 days from first run date. Minor changes will receive a 20% discount. A third insertion running on a Monday or Tuesday will receive a 50% rate discount (same rules apply). Thrifty pick-up discounts do not apply to Political, Page A-2 Strip or Island Ads.

WEEKLY FREQUENCY ROP RATE

WEEKLY DOLLAR LEVEL	WEEKDAY	WKND/HOLIDAY	WEEKLY DOLLAR LEVEL	WEEKDAY	WKND/HOLIDAY
\$53 - \$59	\$18.54	\$20.51	\$1,054 - \$1,165	\$17.57	\$19.41
\$105 - \$116	\$18.33	\$20.25	\$2,094 - \$2,310	\$17.45	\$19.25
\$155 - \$172	\$18.10	\$20.01	\$4,143 - \$4,586	\$17.26	\$19.11
\$205 - \$227	\$17.98	\$19.85	\$6,173 - \$6,815	\$17.15	\$18.93
\$532 - \$588	\$17.73	\$19.60			

Inserts do not apply to weekly frequency contracts.

PRE-PRINT CONTRACT RATES

Single sheet - 8 1/2"x11" (20-lb. bond or 60-lb. book is recommended).....\$40.50/m
Minimum distribution order is 6,000.

Std-Tab	Open	4-10 Per Year	11-20 Per Year	21-45 Per Year	46-89 Per Year	90+ Per Year
2-4	66.74	52.50	50.82	48.83	47.12	45.06
4-8	68.37	54.65	52.50	50.82	48.83	47.12
6-12	69.88	56.27	54.65	52.50	50.82	48.83
8-16	71.49	58.41	56.27	54.65	52.50	50.82
10-20	73.07	60.03	58.41	56.27	54.65	52.50
12-24	74.63	62.03	60.03	58.41	56.27	54.65
14-28	76.25	63.78	62.03	60.03	58.41	56.27

No zoning on Sundays or major holidays. Inserts other than standard or tab sizes must be submitted for acceptance.

SPECIAL RETAIL RATES

DAILY "BUSINESS CARD" Retail.....	\$323.10
1 Col x 1" ad runs 30 consecutive days, allows 1 copy change.	
DAILY "BUSINESS CARD" Classified.....	\$300.90
1 Col x 1" ad runs 30 consecutive days, allows 1 copy change.	
LOCAL POLITICAL.....Daily	\$18.42.....Weekend & Holiday \$19.93
Non-commissionable	
CIVIC.....Daily	\$17.61.....Weekend & Holiday \$18.25
Applies only to charitable/civic events or groups whose proceeds remain in the Tri-Cities.	
CHURCH Applies to services only, fund-raisers pay civic rate.	\$15.08 per col. inch
DISTRIBUTOR/CO-OP RATE.....	\$20.45 per col. inch
Distributor running multiple sigs.	
CARD OF THANKS.....	\$14.99 per col. inch
PAGE 2/PREMIUM SPACE Strip (6 col. by 1 inch).....	\$ 196.20
ISLAND AD (on stock page).....	Contract Rate + 15%
(Sizes - 3x6, 3x7, 3x8 - excluding Sat., Sun., Mon.)	
KID ZONE.....	Contract Rate + 15%
TMC COLOR.....	\$162.75 per color
TV WATCH.....	Please ask your Sales Consultant

The Tri-City Herald's primary market is known as the Tri-Cities and has a population of 192,000, according to the 2000 Census. The metropolitan statistical area includes the cities of Kennewick, Richland, Pasco, West Richland, Benton City and Burbank. The economy is based on a mixture of retail, agriculture and the federal Hanford Nuclear Reservation. Regionally, the Tri-City Herald circulates in a 90-mile radius — the same distance people drive to shop in the Tri-Cities — with an overall population of 380,000. The "Mid-Columbia" region reaches north to Moses Lake, east to Sunnyside, west to Dayton and south to Hermiston, Oregon.

Tri-City Herald

ADVERTISING RATES

Effective October 1, 2002 - September 30, 2003

107 N. Cascade, Kennewick, WA 99336
PO Box 2608, Tri-Cities, WA 99302-2608

PHONE: (509) 582-1464 FAX: (509) 582-1453

Published mornings, seven days a week

PERSONNEL

Advertising Director.....Rosemary Giacci
Advertising Manager.....Dixon Shoemaker
Advertising Sales Manager.....Shelley Jones

CIRCULATION

- Member, Audit Bureau of Circulation, American Newspaper Publishers Association and Allied Daily Newspapers of Washington.
- Subscription price \$12.00 a month delivered by carrier or \$11.25 a month paid in advance for one year.
Single copy sales .50 Daily • \$1.25 Sunday

COMMISSIONS/TERMS

All local retail rates are non-commissionable. The rates applicable in an advertising agreement with the Tri-City Herald specify payment of the account in full by the 20th of the month following insertion. Advertising accounts that remain unpaid more than 30 days after the month of publication will be considered delinquent and carry a late charge of 1 1/2% -18% annually. The advertising contract may be cancelled as per cancellation clause, and the entire amount specified will be immediately due and payable.

GENERAL RATE POLICY

CONTRACT FULFILLMENT – Should contract advertising requirements not be fulfilled, advertising space placed at the contract rates will be re-rated from the date of the agreement based on the rate earned. Pick Ups, TV Watch and TMC and ads count toward dollar volume contract fulfillment.

All insert revenue will be applied to dollar volume contract fulfillment.

RATE INCREASE – In the event of a rate increase, publisher will give 30 days written notice to holders of existing contracts.

ADVERTISER'S RESPONSIBILITY – The advertiser assumes all liability for the content of all advertisements authorized for publication, and any claims that may arise therefrom that may be made against the publisher. The advertiser and agency preparing or placing the ads each agree to hold the Tri-City Herald harmless from all liabilities and damages, and related costs or expenses which may result from publication of any advertisement of the advertiser.

ERRORS – In the event of an error or omission, the Tri-City Herald will be responsible for the first insertion only, and will correct an error (not the fault of the advertiser) by republication of the ad or portion of the ad in error, as determined by the Herald. Any errors continuing past the first publication shall be the responsibility of the advertiser. Publisher will not be responsible for typographical errors or misprints beyond the amount of space involved. **PLEASE CHECK YOUR ADVERTISEMENT DAILY.**

CASH IN ADVANCE – Prepayment is requested on all new business accounts, private party ads placed from outside the Tri-City Herald circulation area, moving ads,

political ads, jobs wanted ads, etc. Pre-paid ads are still subject to review in compliance with the Tri-City Herald standards of acceptance, and therefore prepayment does not guarantee publication.

BROKERED SPACE – The Herald does not solicit, encourage or accept brokered space. Should an individual or group broker sell space to local advertisers for insertion into the Tri-City Herald as a pre-print, the coordinating agency or broker will be charged the open rate per thousand, times the number of advertisers participating in the piece, less 10% handling discount for each advertiser.

POSITION – Position requests (sports, calendar, main news, etc.) will be given every consideration. However, we cannot guarantee the positioning of display advertisements.

TAXATION – In the event direct taxation is imposed on advertising by the State of Washington or the United States of America, or both of them, such tax is to be paid by the advertiser unless specified otherwise in the law imposing such tax.

CONTRACT AREA – Local retail advertising agreements are only available to businesses and firms located within the Tri-City Herald circulation area.

CONTRACT/COPY REGULATIONS

CONTRACT RATES – The publisher will accept, at the advertiser's contract rate, only copy which bears the same firm's signature as that which appears on the advertising agreement. The agreement affords the advertiser certain rights and prerogatives for the promotion of business and those privileges cannot be assigned, sold, given or transferred to another advertiser. However, any advertiser conducting business in more than one location may include all addresses in the advertisement and a single statement will be issued by the Herald.

BULK AND FREQUENCY CONTRACTS – Advertiser agrees to run a designated minimum amount of ROP or classified dollars according to a specified frequency or within a contract year. If the dollars contracted for are not met, the advertising will be re-rated on the rate earned.

CANCELLATION – If no space is used within any 30 day period during term of the contract, the contract may be cancelled by the publisher. If the terms, conditions, rates, etc. as specified herein are changed by the publisher, the advertiser may cancel this agreement on the date of such change, without penalty. If because of bankruptcy, insolvency or failure to pay when due, the advertiser does not use the space herein agreed, the publisher will be entitled to receive the full open rate in effect at the date of signing for all space that has been used since that date.

ADVERTISING – Must conform to the manner set forth by the publisher. The Tri-City Herald reserves the right to restrict the size and style of type and use of borders and illustrations in accordance with its established policies and typographical standards, which may be altered at any time to accommodate changes in mechanical equipment or procedure. The Tri-City Herald reserves the right to correctly classify all advertisements, to delete objectionable words or phrases, or to edit or refuse any advertisement. Publisher reserves the right to cancel or reject any advertisement at any time. It is the intention of the Herald that every advertisement will clearly specify a bona fide offer made in good faith by the advertiser. Advertisements simulating editorial style must carry the identification "Advertisement" at the top of such ad, and Herald news typefaces cannot be used. The Tri-City Herald reserves the right to reject any copy, color, art, cut or photo not deemed suitable for good reproduction or deemed to be in poor taste.

OWNERSHIP OF ADVERTISING – All property rights to any advertising produced or printed is and will be the property of the Tri-City Herald. Photographs and other physical materials supplied by the advertiser will be returned to the advertiser upon request. No such ad or any part thereof may be reproduced without the written consent of the Tri-City Herald.

COPY CHANGES – Excessive alterations in display copy may result in a production labor charge that will be charged to the advertiser at the rate of \$50.00 per hour.

RETAIL DIMENSIONS

All ads published in the Herald will be at the measurements shown below.

Page depth is calculated at 21 inches.

Column	Inches	Picas
One	1.764	10.7
Two	3.722	22.4
Three	5.653	33.11
Four	7.597	45.7
Five	9.542	57.3
Six	11.5	69
Double truck	24	144

Any ad 18-1/2" or over will be charged 21 inches. Tab page depth – 11-3/8". Negatives; emulsion down, right reading. Ads by e-mail or on disk please call for specifications. 120 line screen. E-mail address: ads@tri-cityherald.com.

CLASSIFIED DISPLAY DIMENSIONS

Column	Inches	Picas
One	1.208	7.3
Two	2.493	14.11
Three	3.778	22.7
Four	5.056	30.4
Five	6.354	38.1
Six	7.639	45.9
Seven	8.924	53.6
Eight	10.215	61.3
Nine	11.5	69

Page depth is calculated at 21 inches.

TV WATCH DIMENSIONS

5 columns on 9 3/4 inches depth. Space sold in modular units.

1 column ads	2 column ads
1 3/8" x 5"5 col. inch	2 3/4" x 2 1/2".....5 col. inch
1 3/8" x 9 3/4" ..10 col. inch	2 3/4" x 5".....10 col. inch
	2 3/4" x 9 3/4".....20 col. inch
3 column ads	5 column ads
4 1/4" x 5" 15 col. inch	7 1/8" x 2 1/2" ..12.5 col. inch
4 1/4" x 9 3/4" ..30 col. inch	7 1/8" x 5".....25 col. inch
	7 1/8" x 9 3/4".....50 col. inch