Commissions & Credits

A. Commissions
For national advertising agency rate only, 15% commission to recognized advertising agencies.

B. Credit
All advertising is payable in advance, unless credit has been established with the Credit Department. It is agreed that where monthly credit is granted, all charges shall be due and payable the 15th day of the month following publication.

General Information

Contract & Copy Regulation

A. Publisher’s Liability for Error. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher’s liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

B. Indemnification. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copy rights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser’s advertisement.

C. Sequential Liability. Any advertising agency establishing credit and placing advertising with the Omaha World-Herald shall be liable for payment of all media invoices. Any other written or verbal agreement or statement policy pertaining to “sequential liability” contained on insertion orders from the agency shall be subject to conditions stated under the Omaha World-Herald Credit Policy, which will be provided upon request. The terms of this Agreement may not be supplemented or revised by insertion order or other documents submitted by Agency or Advertiser to order or request advertising, it being expressly agreed that this Agreement shall govern the terms, rates, conditions and liabilities of and for all advertising hereunder.

D. The Publisher reserves the right to reject or cancel at anytime, edit, revise and properly classify all copy. Ads will be set to conform, as closely as possible, with specific instruction provided, using available type sizes, styles and headings.

E. Authorized abbreviations only. The publisher cannot be held responsible for any errors that occur as result of illegibility or the necessity of interpretation.

F. Check your ad. Classified ad users should check their advertisement in the first issue and report any error at once. No allowance can be made after the first issue nor will any adjustment exceed the amount paid for the space actually occupied by that portion of the advertisement in which an error occurred. Claims for adjustment must be recorded within 10 days from the date of insertion.

G. When canceling a Classified ad, be sure to get a “cancelation number”. This is your record, and it is important that you have it in the event of a misunderstanding or adjustment.

H. Box Numbers. The advertiser may conceal identity by using a confidential box reply address. A charge of $110.00 is added for this service.

I. Should any Government body levy a tax on any advertising covered by this rate card, such tax will become an additional charge to the advertiser, over and above the rates mentioned herein.

J. Failure to receive checking copies is not recognized as a valid reason for withholding payment.

K. Copy and Indemnification. Advertiser shall indemnify and save The World-Herald harmless from any loss or expense resulting from claims or suits based on the contents of the copy submitted to The World-Herald. The World-Herald owns all right, title and interest (including copyright) to any article, content or creative work (including advertising or marketing materials) prepared or created by The World-Herald, its employees, contractors or representatives (collectively, the “Work Product”). The Work Product may not be used or published in any manner without The World-Herald’s prior written permission other than in a publication owned by The World-Herald.
NON-CONTRACT RATES

4 line minimum • No change in copy permitted.
Rates are per line per day, and must be consecutive
days for incolumn, and per inch per day for display.

In-column Open Rate:

<table>
<thead>
<tr>
<th>Contract Level</th>
<th>In-column Daily</th>
<th>In-column Sunday</th>
<th>Display Daily</th>
<th>Display Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>$5.79</td>
<td>$7.19</td>
<td>$85.92</td>
<td>$106.59</td>
</tr>
<tr>
<td>$5,000</td>
<td>$4.57</td>
<td>$5.51</td>
<td>$67.72</td>
<td>$81.75</td>
</tr>
<tr>
<td>$7,500</td>
<td>$4.34</td>
<td>$5.29</td>
<td>$64.32</td>
<td>$78.52</td>
</tr>
<tr>
<td>$15,000</td>
<td>$4.25</td>
<td>$5.13</td>
<td>$63.00</td>
<td>$76.04</td>
</tr>
<tr>
<td>$30,000</td>
<td>$4.20</td>
<td>$5.09</td>
<td>$62.33</td>
<td>$75.43</td>
</tr>
<tr>
<td>$50,000</td>
<td>$4.08</td>
<td>$4.95</td>
<td>$60.47</td>
<td>$73.42</td>
</tr>
<tr>
<td>$100,000</td>
<td>$4.01</td>
<td>$4.87</td>
<td>$59.50</td>
<td>$72.19</td>
</tr>
</tbody>
</table>

Display Open Rate:

<table>
<thead>
<tr>
<th>Contract Level</th>
<th>Display Daily</th>
<th>Display Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>$96.70 per column inch</td>
<td>$122.47 per column inch</td>
<td></td>
</tr>
</tbody>
</table>

DOLLAR VOLUME CONTRACT PLANS

These contracts may be fulfilled by classified
in-column line ads, classified display ads, color and
online. Dollar Volume contracts begin the first of the
month during which contract is signed. Advertiser
has 12 months to fulfill Dollar Volume obligation
subsequent to contract start date.

IN-COLUMN ADS IN BOLD

In-column ads in bold are charged 70¢ additional
per line above regular line rate for all lines in
advertisement.

See the Jobs rate card for Employment rates
and the Homes rate card for Real Estate rates.
DEATH, IN MEMORIAMS

Monday through Saturday ....................... $4.82/line/day
Sunday rate ....................................... $5.71/line

All obituaries that are printed in the paper are hosted indefinitely on our website at Omaha.com for a flat fee of $20.00. To access the obituary/in-memoriam submission form, please go to http://www.omaha.com/obits/ and click the "Submit" button. You may also call 402-444-1286 to speak with a member of the Obituary Staff.

POLITICAL
Cash with order, earned rates.

FOOD EXPRESS MARKETPLACE
Wednesday nonsubscriber product.
Each line - $1.60

COLOR RATES
Double truck advertising is 21 columns including the gutter. Color rates apply to standard cyan, magenta and yellow colors. Additional charges may be made when special colors are requested. Production charges and separation costs are in addition to color rates. A color contract is required to earn frequency discounts. Sunday rates apply on Thanksgiving Day.

WORLD-HERALD CLASSIFIEDS

<table>
<thead>
<tr>
<th>Annual Frequency</th>
<th>Daily Spot color</th>
<th>Daily 4-color</th>
<th>Sunday Spot color</th>
<th>Sunday 4-color</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-9 ads</td>
<td>$1,120</td>
<td>$1,770</td>
<td>$1,375</td>
<td>$2,090</td>
</tr>
<tr>
<td>10-29 ads</td>
<td>$1,080</td>
<td>$1,715</td>
<td>$1,315</td>
<td>$2,030</td>
</tr>
<tr>
<td>30-59 ads</td>
<td>$1,055</td>
<td>$1,675</td>
<td>$1,275</td>
<td>$1,990</td>
</tr>
<tr>
<td>60-99 ads</td>
<td>$1,020</td>
<td>$1,645</td>
<td>$1,245</td>
<td>$1,945</td>
</tr>
<tr>
<td>100-149 ads</td>
<td>$990</td>
<td>$1,580</td>
<td>$1,180</td>
<td>$1,890</td>
</tr>
<tr>
<td>150+ ads</td>
<td>$930</td>
<td>$1,500</td>
<td>$1,120</td>
<td>$1,790</td>
</tr>
</tbody>
</table>

For double trucks, double above rates.

Special Services

Re-Plate Correction Charge ................ $90/page
This charge is applied when a correction must be made on a page after the page has already gone to platemaking and the reason for the change is not the fault of the newspaper.

Art & Design Services for World-Herald Ads.
$10 minimum charge......................... $45/hour

Art & Design Services for Non-World-Herald Products.
One-hour minimum ............................. $65/hour

Box Number ............................... $110/each new ad

Available for advertisers who desire written responses to ads sent to the newspaper and then forwarded to another address. Additional box charge required for renewals, duplicates and multiple ads.

Electronic Services.
Every effort will be made to accommodate 3rd party delivery requests, following customer approval.

Digital delivery of a file to 3rd party .................. $35/destination
Classified Features

**Autos**
An advertorial section published every Saturday with news of interest to the prospective auto purchaser and auto enthusiast.

**Homes**
An advertorial section published every Sunday. Contains real estate news plus real estate and rental advertising.

**Home Guide**
An advertorial section published every Friday. Contains real estate news plus real estate and rental advertising.

**OWHJobs.com**
An advertorial section published every Sunday containing all recruitment advertising in addition to editorial content.

**Classifieds Online through Omaha.com**
Increase your reach and place your ad on the Classifieds online located on omaha.com.

### SIZE SPECIFICATIONS
- Minimum size Classified display ad is 4 inches
  - Example: 1 column x 4 inches deep, 2 column x 2 inches deep.
- Full page size is 10 columns wide and 20 3/4 inches deep billed at 207.5 inches.
- Classified display ads exceeding 18 inches in depth are charged full depth of 20 3/4 inches.
- Gutter on a double truck is charged a full column width.
- Advertising is measured in 1/4 inch increments. Any measurement between quarters is billed to the next quarter inch.

### CLASSIFIEDS MECHANICAL MEASUREMENTS
**Offset Printing Method**
Classified ads for The World-Herald should be prepared to the following dimensions:

<table>
<thead>
<tr>
<th>Columns</th>
<th>(Double Truck) = 24 1/16 X 20 3/4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inches</td>
<td>1 2 3 4 5 6 7 8 9 10</td>
</tr>
<tr>
<td>1</td>
<td>1 1/16 2 3/16 3 3/8 4 9/16 5 11/16 6 7/8 8 9 3/16 10 5/16 11 1/2</td>
</tr>
</tbody>
</table>

### NOTE:
- Holiday deadlines will be advanced.
- Ads requiring layout, typing and artwork by World-Herald personnel must be submitted early enough to accomplish this work prior to deadlines.

### Classified Deadlines

<table>
<thead>
<tr>
<th>Day Ad Is To Run</th>
<th>Proof Ads - W-H Prep</th>
<th>No Proof Ads &amp; Space Reservation</th>
<th>Electronic Files</th>
<th>In-column Deadlines</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Copy In</td>
<td>Proof Out</td>
<td>Corrections In</td>
<td>Ad In</td>
</tr>
<tr>
<td>Monday</td>
<td>Thursday, Noon</td>
<td>Friday, 10 am</td>
<td>Friday, Noon</td>
<td>Friday, 10 am</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Thursday, 5 pm</td>
<td>Friday, 5 pm</td>
<td>Monday, Noon</td>
<td>Monday, 10 am</td>
</tr>
<tr>
<td>Wednesday <strong>Food Express</strong></td>
<td>Tuesday, 5 pm (8 days prior)</td>
<td>Wednesday, 5 pm (7 days prior)</td>
<td>Thursday, Noon (6 days prior)</td>
<td>Thursday, 5 pm (6 days prior)</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Monday, 5 pm</td>
<td>Tuesday, Noon</td>
<td>Thursday, 4 pm</td>
<td>Monday, 5 pm</td>
</tr>
<tr>
<td>Thursday</td>
<td>Tuesday, 5 pm</td>
<td>Wednesday, Noon</td>
<td>Wednesday, 4 pm</td>
<td>Tuesday, 5 pm</td>
</tr>
<tr>
<td>Friday</td>
<td>Wednesday, 5 pm</td>
<td>Thursday, Noon</td>
<td>Wednesday, 5 pm</td>
<td>Thursday, 3 pm</td>
</tr>
<tr>
<td>Home Guide <strong>(Publishes Friday)</strong></td>
<td>Tuesday, 5 pm</td>
<td>Wednesday, 5 pm</td>
<td>Thursday, Noon</td>
<td>Tuesday, 5 pm</td>
</tr>
<tr>
<td>Saturday</td>
<td>Thursday, 5 pm</td>
<td>Friday, Noon</td>
<td>Friday, 4 pm</td>
<td>Thursday, 5 pm</td>
</tr>
<tr>
<td><strong>Saturday Autos</strong></td>
<td>Wednesday, 5 pm</td>
<td>Thursday, 4 pm</td>
<td>Friday, Noon</td>
<td>Friday, 10 am</td>
</tr>
<tr>
<td><strong>Sunday Homes</strong></td>
<td>Wednesday, 5 pm</td>
<td>Thursday, 5 pm</td>
<td>Friday, 2 pm</td>
<td>Friday, 10 am</td>
</tr>
<tr>
<td><strong>Sunday Jobs</strong></td>
<td>Thursday, 4 pm</td>
<td>Friday, 10 am</td>
<td>Friday, 2 pm</td>
<td>Friday, 10 am</td>
</tr>
<tr>
<td><strong>Sunday Classified</strong></td>
<td>Thursday Noon</td>
<td>Thursday, 5 pm</td>
<td>Friday, Noon</td>
<td>Friday, Noon</td>
</tr>
<tr>
<td><strong>Sunday Pets-N-More</strong></td>
<td>NO PROOFS</td>
<td>NO PROOFS</td>
<td>NO PROOFS</td>
<td>Thursday, Noon</td>
</tr>
<tr>
<td><strong>Sunday Auction and Farm Ads</strong></td>
<td>Thursday, 1 pm</td>
<td>Thursday, 5 pm</td>
<td>Friday, Noon</td>
<td>Friday, 11 am</td>
</tr>
</tbody>
</table>
Electronic AD Construction

Preferred File Format: Adobe Acrobat PDF

File Formats:
Adobe Acrobat PDF
PDFs must meet the minimum specifications:
• Created using "press optimized" setting
• Embedding all fonts
• Converting colors to CMYK (process color)

Non-digital ad materials (hard copies) will be scanned, which may result in a loss of quality. The best reproduction is achieved by sending files created in one of the programs listed above.

Electronic AD Delivery Options

Internet FTP requires a password and user ID. Contact us using the phone numbers on this page.

Email (2MB or less): dat@owh.com

AP AdSEND: If you are not currently an AP AdSEND subscriber, contact them at 800-223-7363.

Other third-party software (Ad Transit, FastChannel): Please call to verify that we support the third-party software, and coordinate the transfer with your World-Herald Account Executive.

• CD/DVD
• USB Memory Drives

Always send/include hard copy for verification.

Electronic AD Transfer Deadlines

See Advertising Deadlines. First-time users, please contact DAT for compatible file format and delivery method before the deadline.

Print Specifications

Color Settings:
• CMYK
• SWOP Newsprint
• 240-280% Total Ink Density
• GCR - Heavy Black Generation
• 7.15% Dot Gain
• 3% highlights, 98% shadows
• Please avoid using Rich Black (4 color black)

Gray Bar:
Our standard gray bar is:
• 26% Cyan • 20% Magenta • 15% Yellow

Halftone Art:
Photographs or halftones with high contrast and a wide tonal range reproduce best. Subjects should contrast with adjacent areas by 25%: shadows should be 98% and highlights 3%.

Line Art
• Lines (and the space between lines) should be at least .6 point.
• A photocopier can be used to check questionable areas.

Line Screen: 120 lpi (lines per inch).

Printing Method: Offset web press.

Reverse Type: Reverse type should be at least 7 pt. (bold) or 9 pt. (regular).

Scanning:
• 240-300 dpi (dots per inch)
Images should be scanned as close to final reproduction size as possible. Restrict scaling to no more than 20%.

Size of ad: The quality of reproduction may be diminished if resizing is required. Please verify column widths.

Digital Ad Transfer (DAT) Group:

(402) 444-3137
(402) 444-3134

Hours: M-F 8 a.m. - 6 p.m. CST