

THE HAYS DAILY NEWS

507 Main Street / Hays, KS 67601
(785) 628-1081 FAX (785) 628-8186
(800) 657-6017 Established 1929

ONLINE THE HAYS DAILY NEWS
www.HDNews.net

1. Personnel

Publisher Patrick E. Lowry
Advertising Mgr...... Mary Karst
Classified Mgr. Dawne Leiker
e-mail..... advertising@dailynews.net

2. Policy

- A.* Advertising simulating news must be slugged "Advertising."
- B.* The Hays Daily News shall not be liable for failure to publish an advertisement, except for the refund of any amount prepaid for the publication of that advertisement. The Hays Daily News shall not be liable for typographical errors or for omission of copy unless errors are clearly marked by the advertiser on proofs returned to the newspaper within deadline requirements. Liability for errors or for omission shall not exceed the cost of that portion of space attributable thereto. Claims for adjustment must be made within seven days of invoice date. Credit allowable for first insertion only.
- C.* The advertiser and/or advertising agency or agent assumes all liability for advertisements published and agrees to assume any and all responsibility for claims occurring therefrom against The Hays Daily News.
- D.* Retail advertising rates apply to companies operating on a retail to consumer basis and shall apply only to the retail establishment whose name or signature appears in the advertisement. All advertising must be for the advertiser's business exclusively and is not assignable by the advertiser.
- E.* The Hays Daily News does not guarantee position of advertisements but will grant preference when possible.
- F.* Proofs will be furnished upon request from the advertiser when orders are placed within deadline requirements. Excessive changes in proof from the original copy, if such changes can be made, could be subject to charge.
- G.* Minimum space sold is 1 column inch. Advertisements over 19 inches will be billed full column depth. Tabloid ads over 10 inches will be billed full column depth. Unusual shaped ads may be accepted at manager's discretion.
- H.* Should any governmental 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 stated.
- I.* The Hays Daily News reserves the right to refuse any advertisement.
- J.* The Hays Daily News reserves the right to raise rates at any time.

3. Local Display Rates

- A.* Open Rate Weekday \$12.27/Sunday \$13.27
- B.* **40% Repeat Discount**
Ads appearing in The Hays Daily News may be repeated one or two times on any day within one week of initial publication date at a discount of 40 percent each time. Ads must be a minimum of 21 column inches.
- C.* **20% Repeat Discount**
Ads appearing in The Hays Daily News may be repeated one or two times on any day within one week of initial publication date at a discount of 20 percent each time. Ads must be a minimum of 10 column inches.
- D.* **Standing Local Display Ads**
\$208 per column inch. Ads run each day for one month (26 publications). One change of copy per month. If ad is canceled prior to full run of contract, each ad published will be charged at the local display open rate.

4. Classified Display Weekday Rates

- A.* Open Rate Weekday \$9.53/Sunday \$10.32
- B.* **40% Repeat Discount**
Ads appearing in the classified section of The Hays Daily News may be repeated one or two times on any day within one week of initial publication date at a discount of 40 percent each time. Ads must be a minimum of 28 column inches.
- C.* **20% Repeat Discount**
Ads appearing in The Hays Daily News may be repeated one or two times on any day within one week of initial publication date at a discount of 20 percent each time. Ads must be a minimum of 10 column inches.
- D.* **Standing Classified Display Ads**
\$161.20 per column inch. Ads run each day for one month (26 publications). One change of copy per month. If ad is canceled prior to full run of contract, each ad published will be charged at the classified display open rate.
- E.* **Line Classified**
Deadline for placement or cancellation of ads is 3 p.m. the day before publication for Tuesday through Friday publications; 2 p.m. Friday for Sunday publication; and 3 p.m. Friday for Monday publication. Blind box number charge is \$10.00. Call for rates on individual line ads.
- F.* **Service Directory Ads**
One copy change per month. Ads must be service-related, not for a product.
Per Inch for a One-Month Contract.....\$130 per mo.
Per Inch for a Two-Month Contract.....\$120 per mo.
Per Inch for a Three-Month Contract...\$110 per mo.