

5. Preprinted Insert Rates

WEEKDAY PREPRINTS

Number Required: 13,500
 Total Circulation Charge: \$875
 \$68 per Thousand for Individual Zones
 Add 10% for special zoning requests

SUNDAY PREPRINTS

Number Required: 14,500
 Total Circulation Charge: \$940
 \$68 per Thousand for Individual Zones
 Add 10% for special zoning requests

Inserts must be delivered prepaid to The Hays Daily News at least seven days prior to insertion date. Inserts should be delivered to The Hays Daily News office, 507 Main, Hays, Kansas, between 8 a.m. and 5 p.m. Monday through Friday.

Inserts must comply with postal regulations for second-class mail.

The Hays Daily News will not accept responsibility for insertion material that is mutilated or otherwise damaged.

Material that cannot be inserted by machine is subject to additional charges.

6. Local Color Rates

A color charge is added to space rate for the following units:

One Page	Charge
Black and 1 Color	\$90
Black and 2 Colors	\$180
Black and 3 Colors	\$270

Double Truck	Charge
Black and 1 Color	\$180
Black and 2 Colors	\$360
Black and 3 Colors	\$540

Additional Charges for Special PMS Colors

7. The Extra

A. The Extra is a weekly publication delivered each Wednesday to 11,000 non-subscribers in the primary market area of The Hays Daily News. Combined, The Hays Daily News and The Extra are delivered to 24,000 households in northwest Kansas and offer total market coverage in The Hays Daily News primary market area.

Open Rate	\$5.00
Pick-up Rate from The Hays Daily News	\$2.00

B. Preprinted Inserts to The Extra

Insert requirements and deadlines are the same as for inserts to The Hays Daily News.

Number required 12,000.
 Total circulation charge of \$510.

8. Special Days/Features

Monday: Community

Tuesday: Food

Wednesday: Generations & total market coverage

Thursday: Entertainment

Friday: Faith, outdoors & HDN-TV

Sunday: Business, weddings, engagements, births, real estate & color comics

9. Special Services

- Co-op billing
- Job printing service; 4-page tabloid minimum. Rates available on request.
- Web design and Internet advertising.
- E-tearsheets furnished. Contact sales representative.

10. Deadlines

A. Local Display Deadlines

1. The Hays Daily News

Publication Day	Copy Deadline
Monday	Thursday, 4 p.m.
Tuesday	Friday, 11 a.m.
Wednesday	Monday, 11 a.m.
Thursday	Tuesday, 11 a.m.
Friday	Wednesday, 11 a.m.
Sunday	Thursday, 11 a.m.

The deadline for ads with color or for ads 1/2 page or larger is 24 hours earlier than stated above.

2. The Extra

Publication Day	Copy Deadline
Wednesday	Wednesday week prior, 11 a.m.

3. HDN-TV

Publication Day	Copy Deadline
Friday	Week prior Thursday, 11 a.m.

B. Classified Display Deadlines

The Hays Daily News

Publication Day	Copy Deadline
Monday	Thursday, 4 p.m.
Tuesday	Friday, 11 a.m.
Wednesday	Monday, 11 a.m.
Thursday	Tuesday, 11 a.m.
Friday	Wednesday, 11 a.m.
Sunday	Thursday, 11 a.m.

The deadline for ads with color or for ads 1/2 page or larger is 24 hours earlier than stated above.

11. Measurements

A. Standard Page

Width of Page - Six Columns

Depth of Page - 21 1/2 Inches

1 Column	1 3/4 Inches
2 Column	3 3/4 Inches
3 Column	5 3/4 Inches
4 Column	7 13/16 Inches
5 Column	9 5/8 Inches
6 Column	11 5/8 Inches
Double Truck	24 Inches