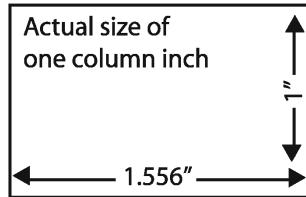


RETAIL AND CLASSIFIED MECHANICALS

AD SIZES & SPECIFICATIONS

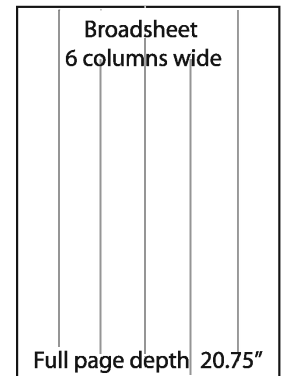
All Display ad space whether retail or classified is sold by the column inch. Simply multiply the number of columns wide of your ad by the height in inches to figure the ad size. Both retail and classified sections of the paper are 6-columns wide.

One retail or classified column width = 1.556"



RETAIL AND CLASSIFIED BROADSHEET COLUMN SIZES

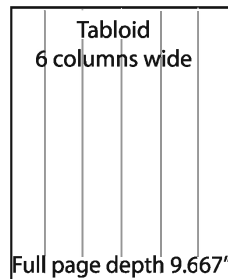
Columns	Inches Wide	Picas
1	1.556"	9p4
2	3.222"	19p4
3	4.889"	29p4
4	6.556"	39p4
5	8.222"	49p4
6	9.889"	59p4



Full Page: 9.889" x 20.75" or 59p4 x 124p6 • Double Truck: 20.75" x 20.75" or 124p6 x 124p6
Broadsheet ads deeper than 18" will be billed at the full depth of 20.75"

RETAIL TABLOID SIZES

Columns	Inches Wide	Picas
1	1.556"	9p4
2	3.222"	19p4
3	4.889"	29p4
4	6.556"	39p4
5	8.222"	49p4
6	9.889"	59p4



Full Page: 9.889" x 9.667" or 59p4 x 58p
Double Truck: 21" x 9.667" or 126p x 58p

Tabloid ads deeper than 8" will be billed at the full depth of 9.667"
Our weekly feature Section *WEEKEND* is tabloid size

MODULAR TABLOID SIZES

Modular	Size in Inches or Picas
Full Page	9.889" x 9.667" 59 p4 x 58p
2/3 Vertical	6.556" x 9.667" 39p4 x 58p
Half Vertical	4.889" x 9.667" 29 p4 x 58p
Half Horizontal	9.889" x 4.883" 59 p4 x 29p
1/4 Vertical	4.889" x 4.883" 29 p4 x 29p
1/4 Horizontal	9.889" x 2.417" 59 p4 x 14p6
1/8 Horizontal	4.889" x 2.417" 29 p4 x 14p6
1/12 Horizontal	3.222" x 2.417" 19 p4 x 14p6

Our weekly feature Section *REAL ESTATE* is modular tabloid size

RETAIL DISPLAY PROOF DEADLINES

Publication Day	Space, Copy & Electronic Ad Deadline
Sunday	Wednesday, 5:00pm
Monday	Thursday, 12:00pm
Tuesday	Thursday, 5:00pm
Wednesday	Friday, 5:00pm
Thursday	Monday, 5:00pm
Friday	Tuesday, 5:00pm
Saturday	Wednesday, 5:00pm

Retail Sections	Space, Copy & Electronic Ad Deadline
Sunday A&E/Travel	Tuesday, 5:00pm
Sunday TV Plus	Thursday, 5:00pm
Tuesday Health & Fitness	Thursday, 5:00pm
Wednesday Taste	Friday, 5:00pm
Wednesday Shopper	Friday, Noon
Thursday Weekend	Friday, 11:00am
Friday Neighbors	Tuesday, 5:00pm
Saturday Faith & Values	Monday, 5:00pm

CLASSIFIED DISPLAY PROOF DEADLINES

Publication Day	Space, Copy & Electronic Ad Deadline
Sunday	Wednesday, 4:00pm
Sunday Real Estate	Wednesday, 4:00pm
Monday	Thursday, 12:00pm
Tuesday	Thursday, 4:00pm
Wednesday	Friday, 4:00pm
Thursday	Monday, 4:00pm
Friday	Tuesday, 4:00pm
Saturday	Wednesday, 1:00pm
Saturday Real Estate	Tuesday, 4:00pm

Production Guidelines

Preparing and Submitting Electronic Files

The Herald prefers PDF files, provided these files conform to PDF/X-1a standards. (Please see Required PDF file Standards below for more details about acceptable PDF files.)

Native Files

If you use the Macintosh operating system to build your ads, native files are accepted for the following applications:

- MultiAd Creator 5 or higher
- QuarkXPress 4 or higher
- Adobe InDesign 5 or higher
- Adobe Illustrator 9 or higher
- Adobe Photoshop 5 or higher

When providing non-PDF files, we require that all ad elements be included (i.e., files, images, links, fonts) and submitted on CD/DVD. Always include a hard copy of your ad so we can ensure your ad prints as expected. If an ad is in color, we require an accurate color proof.

Required PDF Standards

The Herald prefers and accepts PDF files that are compliant with the PDF/X-1a standards, best suited for printed media.

Among other restrictions, PDF/X-1a requirements include:

- All fonts must be embedded;
- All full-color images and art must be CMYK;
- Color management and OPI are not allowed.

While some applications allow you to export your file to PDF format, the resulting PDFs are not compliant with the standards required. For best results, we recommend using Adobe Acrobat 6.0 and Acrobat Distiller 6.0 (or higher).

FTP Submission

File Transfer Protocol, or FTP, is internet standard used to upload and download files. It allows for transfer of very large files without the common limitations posed by email. It is also far more reliable and secure than email. The Herald provides a FREE Internet FTP site for our customers to transfer their files electronically to us. Our FTP site address is: <http://bh.advantage.net/>.

We regret we are unable to accept ads via email. Call your Marketing Consultant for information on how to quickly set up your Free FTP secure service.

Digital Media Storage

The Herald accepts the following forms of digital media storage:

- CD-ROM
- DVD-ROM

Other Acceptable Forms of Electronic File Submission

- AdSend, (800) TADSEND. Our code is FLBRA.
- Fastchannel (800) 499-0880. (AdDirect)
- WAM!NET (800) 585-3666, www.wamnet.com
- Ad Transit (800) 254-6533, www.adtransit.com

General Requirements

- We are unable to support native files created under the Windows platform. Any files generated in Windows please provide PDF files only. See "required PDF standards"
- We do not accept Microsoft Publisher or Powerpoint files.
- Provide a printed proof whenever possible.

Color

- Use only CMYK; do not use RGB, Pantone or Spot colors.
- Convert all RGB, Pantone and Spot colors to CMYK in all programs used to build your ad.
- When using black, do not generate a "registration black" (four-color black).
- When the use of "rich black" is intended, it should be made up of 100% black and 40% cyan.
- Account for approximately 30% dot gain when printing on newsprint.
- In any application used to build your ads, always check the "do not color manage" box in your native file and any of your linked files.
- Do not embed a color profile.
- All color DCS 1 or 2 files should be converted to composite EPS before importing into the application.

Fonts and Typography

- Our pre-press team works on Macintosh stations only; Windows fonts therefore cannot be utilized.
- Do not bold or italicize text by selecting Bold or Italics style boxes; instead, use Bold or Italics versions of the same font family.
- Use PostScript font suitcases; do not use TrueType, screen fonts, dFonts, or composite fonts.
- Provide us only the fonts needed to work with your files.
- Do not use yellow type on white background.
- When using reverse or knockout text, be sure type is 10 points or larger, and the background is not more than two shades or colors. Also, avoid using serif fonts when reversing out small type.
- Do not allow text to overprint.
- If you do not wish to provide us with fonts, consider converting all text to outlines.

Graphic Elements and Images

- All graphics and images should be 100% of desired printed size.
- Account for a 30% dot gain of all images, color or black and white.
- Do not reverse rules thinner than 2 points.
- Do not use a background screen darker than 30%.
- In order to prevent distortion, do not stretch or enlarge images to more than 110% of the original size.
- For best results, ensure all your PostScript or EPS files are Levels 1 or 2. PostScript Level 3 may not be supported.
- Image files should be 85 line screen, 170 dpi minimum resolution for newsprint, 300 dpi for high gloss.
- The preferred file format for images is as follows: EPS (line art, graphics, photos) and TIFF (photos only).
- When generating TIFF files, do not use LZW compression.
- Save all files in binary format; do not save any files in ASCII format.