

# 2011 Classified Automotive Advertising Rates

## Automotive Used Car Package for Cars.com Advertisers

2011 10C

Frequency weeks	Friday and Saturday		Additional Consecutive Days	
	Basic Package	Additional Lines (per day)	Basic Package (per day)	Additional Lines (per day)
13+ consecutive	\$12.25	\$1.80	\$3.20	\$0.64
4-12 consecutive	15.95	2.34	4.15	.83
1-3 weeks	24.50	3.60	6.40	1.28

### BASE PACKAGE INCLUDES (PER CAR)

4-line ad in The Miami Herald and El Nuevo Herald

### ADD-ONS

Bold: \$0.20 per line per day

Logos, Borders and Attention Compellers: Charged at the additional line rate for the amount of lines they occupy.

### DEADLINES

Advertiser needs to update their Cars.com inventory no later than 2 p.m. on the Tuesday prior to Friday's publication date.

If advertiser is not running 100% of their inventory, they must confirm with their Miami Herald representative which cars are to be selected for print by 3 p.m. Tuesday, otherwise a random selection would be made.

Weekly changes to additional lines, days and other extras also need to be received by 3 p.m. Tuesday.

### TERMS AND CONDITIONS

Rates are exclusive to Cars.com advertisers and are per Cars.com unit.

Rates are for Cars.com inventory and require 100% of inventory or a minimum of 50 cars.

Commitment of 13+ consecutive weeks, 4-12 consecutive weeks or 1 week is required on only Friday and Saturday Base Package.

Base package of 4 lines consists of text of make, year, model, body style, trim, color, miles, price name of dealership, and contact phone number. Text greater than 4 lines will be dropped off in this order: color, body style, miles, price.

Additional consecutive days are Sunday through Thursday.

Advertisers running 100% or car minimum or Friday and Saturday, can opt to run less cars for the remaining days of the week (Sunday through Thursday).

Additional lines, days and other extras can be changed weekly and can vary from car to car.

Advertisers failing to meet their consecutive week commitment will short rate to the appropriate corresponding rate level.

Revenue spending will apply towards Miami Herald Local Automotive contracts.

### MISCELLANEOUS NOTES

For information regarding contracts/policies/terms, please refer to Contracts/Policies/Terms rate card (H1).

### Holiday Rates and Circulation

We provide Sunday circulation of the Miami Herald and El Nuevo Herald to all subscribers on the following days: New Year's Day, Independence Day, Labor Day, Thanksgiving Day, Day After Thanksgiving, Day Before Christmas, Day After Christmas, New Year's Eve Day. These days are charged at the Sunday contract rate and include Sunday pricing of color and any other applicable premiums. Charges for Business Monday ads running on these days will be based on a combined total of the Sunday rate and the Sunday page 2A premium.

### Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Classified Advertising Offices:

Classified Advertising Main Office ..... 866-860-6000  
Email ..... adinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.  
All rates current at time of publication.