

2011 Classified Automotive Advertising Rates

The Miami Herald*/El Nuevo Herald

2011 A4

The Miami Herald* and El Nuevo Herald

Rate Grid #3A

(Solid Set Ad Rates - excluding Employment)

The Miami Herald

Full Run Zone Rates

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$8.74	\$7.84	\$6.62	\$4.97	\$4.56	\$3.27
14	8.85	7.94	6.73	5.04	4.64	3.34
7	8.97	8.06	6.83	5.10	4.68	3.37
3	9.87	8.85	7.49	5.61	5.15	3.70

Broward Zone Rates**

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$1.49	\$1.33	\$1.13	\$0.84	\$0.78	\$0.56
14	1.50	1.35	1.14	0.86	0.79	0.57
7	1.52	1.37	1.16	0.87	0.80	0.57
3	1.68	1.46	1.27	0.95	0.88	0.63

North Dade or South Dade Zone Rates**

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$5.07	\$4.55	\$3.84	\$2.88	\$2.64	\$1.90
14	5.13	4.61	3.90	2.92	2.69	1.94
7	5.20	4.67	3.96	2.96	2.71	1.95
3	5.72	5.13	4.34	3.25	2.99	2.15

Broward/North Dade or Broward/South Dade**

Lines	1x	2x	3x	4x	5-6x	7-30x
42	\$5.55	\$4.97	\$4.20	\$3.14	\$2.89	\$2.08
14	5.60	5.04	4.26	3.20	2.94	2.12
7	5.68	5.11	4.33	3.24	2.97	2.13
3	6.26	5.56	4.74	3.55	3.27	2.35

3-line minimum

Pick up into El Nuevo Herald: \$0.95 per line

**Saturday only

EL NUEVO HERALD SOLO

El Nuevo Herald rate will be billed at 50% of

The Miami Herald full run contract rate.

FREQUENCY DISCOUNT & COPY CHANGES

• Ads must be the same size, same copy, and run consecutive days in order to earn the frequency rate.

• Ads running 7 days or more will be permitted one copy change.

Miscellaneous Notes

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

• For information regarding deadlines, please refer to Deadlines rate card (H2).

• For information regarding mechanical requirements, please refer to Mechanical Requirements rate card (H3).

* Rates, unless otherwise indicated, are line rates. All references to "The Miami Herald", "The Herald" and "Herald" pertain to domestic U.S. editions of The Miami Herald. Advertising in El Nuevo Herald may be purchased separately or in tandem with other MHMC products.

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.

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.