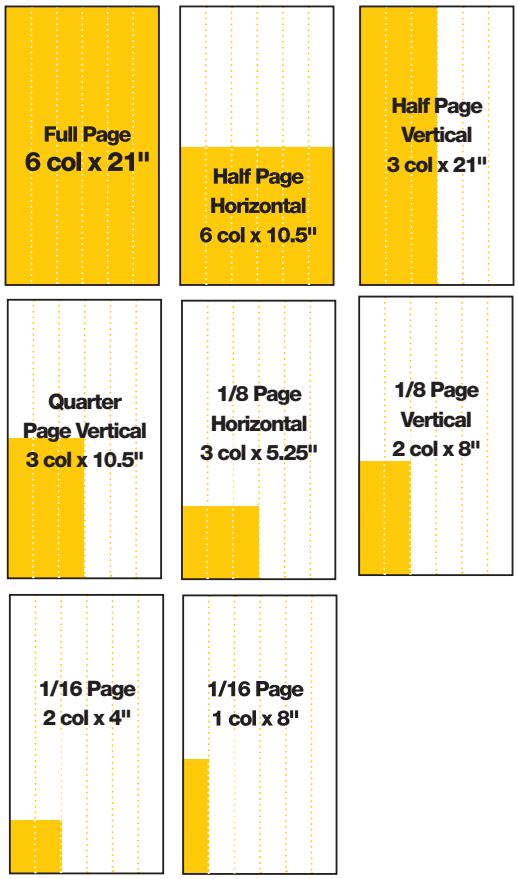
2011 Local Automotive Advertising Rates

The Miami Herald*/El Nuevo Herald Incentive Rates

		Monday - Friday	Saturday - Sunday	
				Zoned Available Saturday Only
		The Miami Herald w/El Nuevo Herald	The Miami Herald w/El Nuevo Herald	The Miami Herald Broward and North or South w/El Nuevo Herald
1x	Full Page	$5,040	$6,300	$4,725
	1/2 Page	3,060	3,825	2,880
	1/4 Page	2,075	2,595	2,025
	1/8 Page	1,100	1,375	1,030
	1/16 Page	600	750	565
	PCI	78	104	78
2x-3x	Full Page	4,200	5,250	3,940
	1/2 Page	2,550	3,190	2,400
	1/4 Page	1,730	2,165	1,690
	1/8 Page	915	1,145	865
	1/16 Page	500	625	470
	PCI	65	78	65
4x-6x	Full Page	3,360	4,200	3,150
	1/2 Page	2,040	2,550	1,920
	1/4 Page	1,385	1,730	1,350
	1/8 Page	730	915	690
	1/16 Page	400	500	375
	PCI	52	65	52



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.

Terms and Conditions

- One week defined as Monday - Sunday
- Ad sizes need to stay consistent with the exception of 1/2 pages that can upgrade to full pages
- Can mix zones and full run ads within the week to add toward frequency discount
- Ads will apply to advertisers' annual bulk revenue contracts
- Rate incentives are available to local automotive advertisers only
- Color equals 50% off published flat rates, Monday-Friday
- All rates current at time of publication

Miami Herald Media Company

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 flat 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.