

2011 Dealer Association Automotive Advertising Rates

The Miami Herald*/El Nuevo Herald - Annual Volume Contract Rate

2011 A6

The Miami Herald* and El Nuevo Herald Monday-Friday, Saturday & Sunday Incentive Rates

		Monday-Friday Combo The Miami Herald w/ El Nuevo Herald		Saturday, Sunday & Holiday Combo The Miami Herald w/ El Nuevo Herald	
Open Rate	Full Page		\$5,040		\$6,300
	1/2 Page		\$3,060		\$3,800
8 week	Full Page		\$4,500		\$5,700
	1/2 Page		\$2,800		\$3,400
12 week	Full Page		\$4,100		\$5,100
	1/2 Page		\$2,500		\$3,100
16 week	Full Page		\$3,400		\$4,200
	1/2 Page		\$2,050		\$2,600

COLOR RATES	MONDAY-FRIDAY	SATURDAY & SUNDAY
1 color	\$1,300	\$1,570
2 color	\$1,730	\$2,090
Full color	\$2,120	\$2,560

Terms and Conditions

Contract rates restate to the earned level or open rate when contract is not fulfilled. Ads must run on consecutive days in Classified to earn frequency discount. All rates are for both solid set and display Classified advertising.

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.

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.