

# 2011 Classified Automotive Advertising Rates

The Miami Herald\*/El Nuevo Herald

2011 A7

## COLOR RATES

	The Miami Herald							El Nuevo Herald	
	FULL RUN		Broward Edition RETAIL		Dade North	Dade South	Broward Edition/ Dade North or Dade South	Daily	Sunday
	Daily	Sunday	Daily	Sunday	Saturday	Saturday	Saturday		
1 Color	\$1,890	\$2,430	\$300	\$350	\$755	\$755	\$820	\$705	\$875
2 Color	2,600	3,285	405	475	1,040	1,040	\$1,125	860	1,065
Full Color	3,195	3,945	500	565	1,275	1,275	1,380	1,045	1,175
<b>DOUBLE TRUCK</b>									
	Daily	Sunday	Daily	Sunday	Saturday	Saturday	Saturday	Daily	Sunday
1 Color	\$2,455	\$3,160	\$390	\$455	\$982	\$982	\$1,066	\$915	\$1,140
2 Color	3,380	4,275	527	618	\$1,352	1,352	1,463	1,120	1,385
Full Color	4,155	5,120	650	735	1,658	1,658	1,794	1,360	1,525

## Small Space Color

Add color to your small space ads in The Miami Herald (full-run or zoned) and El Nuevo Herald's Classified sections. Color is available every day on a first-come, first-served basis, running up to 3 columns wide and 10.5 inches deep.

The Miami Herald Full Color	\$2.58/line
The Miami Herald 1 Color	1.33/line
El Nuevo Herald 1 Color	0.33/line

## Special Automotive Features

### 6-Column Solid Set and Display Advertising

#### AUTOMOTIVE DIRECTORY

Automotive Directory is printed daily in both The Miami Herald and El Nuevo Herald's Automotive Classified sections. Each listing requires a 4-line minimum.

RATE: \$3.74 per line (The Miami Herald/El Nuevo Herald)

#### LEASING DIRECTORY

A directory of leasing companies is printed every Monday in The Miami Herald's Business Monday and El Nuevo Herald's Negocios con Bloomberg section. Each listing requires a 4-line minimum.

RATE: \$3.74 per line (The Miami Herald/El Nuevo Herald)

## 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 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.