

2011 Classified Automotive Advertising Rates

The Miami Herald*/El Nuevo Herald

2011A9

The Miami Herald* and El Nuevo Herald Automotive In-Column Advertising Features

1. CLASSIFICATIONS

- 1302 - Auto Loans
- 1303 - Recreational Vehicles/Campers
- 1315 - Motorcycles/Mopeds/Scooters
- 1325 - Heavy Trucks/Trailers/Buses
- 1327 - Vans
- 1329 - Pickups
- 1331 - Sport Utility Vehicle/4-Wheel Drive
- 1335 - Collector's Cars
- 1341 - Auto Parts/Services
- 1343 - Automobile Rentals
- 1344 - Limousines
- 1345 - Autos for Sale
- 1347 - Autos Wanted
- 1356 - Miscellaneous Autos

2. BOLD

Enhance in-column ads with bold copy for 95¢ a line.

3. BORDERS

In-column advertising is accented with borders around the entire ad. Borders are billed for the space they occupy.

4. SCREENS

Shading or screening makes in-column advertising stand out for only 95¢ per line. It is available in all Miami Herald products. Borders or logos are not available with screening.

5. ATTENTION COMPELLERS

Your Classified ad demands recognition with an eye-catching Attention Compeller. Choose an impactful icon: a huge dollar sign, an automobile logo or seasonal symbols like a shamrock for St. Patrick's Day, or a Halloween pumpkin. Or use descriptive headlines designed to grab prospective buyers' attention.

6. LOGOS

Contract advertisers can include their company logo in their in-column ads.

7. EL NUEVO HERALD PICK UP RATE

95¢ per line.

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.