

2011 Classified Merchandise Advertising Rates

The Miami Herald*/El Nuevo Herald – Annual Volume Contract Rates

2011 CM

The Miami Herald* and El Nuevo Herald Merchandise Contract Rates

The Miami Herald

Contract Size (Dollar Volume)	1X Per Line	2X-6X Per Line	7X Per line
Open Rate	\$21.37	\$21.37	\$21.37
\$2,000	12.37	7.87	5.62
\$5,000	11.25	7.03	5.06
\$20,000	10.12	6.47	4.50
\$50,000	6.75	4.50	3.37
Pick-up into el Nuevo Herald	1.96		

Add-ons

Attention Compellers

3 lines = \$ 5
4-7 lines = \$10

In-column Logos

Logos are charged at corresponding line rate

Bold

\$0.95 per line

Shade

\$0.95 per line

Border Border

Border around a solid set will be billed only for the space it occupies

In-column Photos

Includes 13-line photo in print and 1 photo online (iPIX)
One day \$40
Two days \$80

Full Color, Flat Rate - Full or Part Page

The Miami Herald

Daily \$3,195
Sunday \$3,945

El Nuevo Herald

Daily \$1,045
Sunday \$1,175

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

Contract rates relate 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.

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 and The Miami Herald International Edition 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.