

# 2011 Classified CareerBuilder National Advertising Rates

ADRE272 12/10 E2B

## The Miami Herald\* National Contract & Non-Contract CareerBuilder Rates

### The Miami Herald - National

1X	2X	3X - 6X
\$30.72	\$15.15	\$13.40

### The Miami Herald/El Nuevo Herald

Contract Levels	1X	2-6X	7X+
\$5,000 to \$9,999	\$17.55	\$10.33	\$9.82
10,000 to 14,999	17.03	9.41	9.30
15,000 to 24,999	16.24	9.05	8.78
25,000 to 49,999	15.43	8.26	7.25
50,000 to 99,000	14.63	7.84	6.98
100,000 to 249,000	13.84	7.41	6.47
250,000	12.52	6.70	5.96

## 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

- Advertisers must have a signed revenue contract in effect. (Minimum \$5,000 per year spending.)
- Net spending is required for fulfillment of contract levels.
- All rates are 15% commissionable to RECOGNIZED ADVERTISING AGENCIES (unless otherwise stated).
- Dollar Volume Bundled Contracts - Additional discounts available for contract spending at \$100,000 or above (ask your advertising representative).
- Ads must run consecutively to benefit from frequency rates.

### Liner Deadlines

Tuesday - Friday: One day prior 3 p.m.  
Saturday - Thursday: 5:30 p.m.  
Sunday and Monday: Friday: 5:30 noon

### Ad Enhancement Opportunities

- Full color charge: \$3,945.
- Spot color charge: \$2,430.
- Bold copy within an ad = 95¢ per line per publication.
- Borders around solid set ads can enhance your message. Borders are billed for the space they occupy.

## CareerBuilder Solutions

### CareerBuilder Packages

Print and online

### CareerBuilder Online Postings

1 Job	\$419 each
3	\$1170 each
5	\$1750 each
10	\$3400 each

Postings must be used within 90 days of purchase.

### Brand Builder Profile

As low as \$312/month

## More Solutions

### After College

It's the largest career network for college students and alumni. You can post your job listing and reach over 800,000 visitors per month who are looking for entry-level jobs and internships.

### Virtual Career Fair

<http://www.virtualcareerevent.com/miami/>

The Miami Herald hosts quarterly virtual career fairs, unique online career events delivering local candidates 24/7. The customized fair website links from the MiamiHerald.com jobs channel and makes your company profile and positions available in both web listing and video profile formats. Your own response manager will collect candidate profiles and resumes. You can identify and rank candidates by location, skill, education and more. It's quick and easy for both you and jobseekers, and the results are immediately visible.

Please contact your Miami Herald recruitment representative for more online package information.

## Contact Information

For more information on these and other Miami Herald products, contact your Miami Herald representative or call our Classified Advertising Offices:

Main Office.....1-866-860-6000  
Recruitment Manager..... 305-376-3150

## 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).

All rates current at time of publication.

\* 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.