

2011 The Miami Herald/El Nuevo Herald Deadlines

5/2011 H2

The Miami Herald Ad Deadlines

Day of Publication	Ad Space Deadline
MONDAY	
Main, Local, Sports	Friday 3PM
Business Monday	Thursday 3 PM
TUESDAY	
Main, Local, Sports	Friday 3 PM
Tropical Life/Health	Friday Noon
WEDNESDAY	
Main, Local, Sports	Monday 3 PM
Tropical Life/Style	Friday 5 PM
THURSDAY	
Main, Local, Sports	Tuesday 3 PM
Tropical Life/Food & Dining	Monday 5 PM
FRIDAY	
Main, Local, Sports	Wednesday 3 PM
Weekend	Tuesday 5 PM
SATURDAY	
Main, Local, Money, Sports	Thursday 3 PM
Tropical Life/Family & Values	Wednesday 5 PM
South Florida Home	Tuesday 1 PM
SUNDAY	
Main, Local, Sports	Friday 3 PM
Issues & Ideas	Thursday 3 PM
Comics	Wednesday, 13 days prior
Travel	Tuesday Noon
TV Week	Wednesday 5 PM, 11 days prior
Tropical Life/Arts & Entertainment	Thursday 3 PM
Home & Design	Wednesday 3 PM

Miami-Dade Neighbors Sunday/ Broward Local Sunday A

MIAMI-DADE NEIGHBORS	THURSDAY	SUNDAY
Space Reservation	Friday 5 PM	Wednesday 5 PM
Copy With Proof	Wed 6 PM	Monday 6 PM
Copy Without Proof	Friday 6 PM	Wednesday 5 PM

BROWARD LOCAL SUNDAY

	SUNDAY
Space Reservation	Thursday 3 PM
Copy With Proof	Wednesday 6 PM
Copy Without Proof	Friday Noon

Yes (Sunday Select ROP)

Space Reservation	Tuesday, noon
Copy with proof	Friday, noon
Copy without proof	Tuesday, 3 PM

El Nuevo Herald Ad Deadlines

Day of Publication	Ad Space Deadline
MONDAY	
Sección A, Locales, Deportes	Friday 3 PM
TUESDAY	
Sección A, Locales, Deportes	Friday 5 PM
WEDNESDAY	
Sección A, Locales, Deportes	Monday 3 PM
Viva Más/Sabores/Aplausos	Friday Noon
THURSDAY	
Sección A, Locales, Deportes	Tuesday 3 PM
FRIDAY	
Sección A, Locales, Deportes	Wednesday 3 PM
Viernes	Tuesday 3 PM
SATURDAY	
Sección A, Locales, Deportes	Thursday 3 PM
SUNDAY	
Sección A, Locales, Deportes	Friday 3 PM
Pasaporte	Wednesday Noon
DeFiesta/Estilo	Friday 3 Noon, 9 days prior
Arte y Letras	Tuesday Noon
Hogar	Wednesday, 2PM
TRANSLATION	1 day earlier

Outproof

If your ad is created by The Miami Herald, you may request an outproof (a copy of the ad) to review prior to publication. Requests for outproofs must be made no later than 48 hours before the ad's deadline. Any changes to the ad must be received by The Miami Herald prior to its final copy deadline.

Print & Deliver Deadlines

Copy With Proof/Space	Thursday 21 days prior
Camera-Ready Art Friday	Friday, 13 days prior noon
Translation	3 days earlier

Insert Deadlines – The Miami Herald/El Nuevo Herald

Space reservations: In writing, three weeks prior to insertion date. Materials: Please deliver materials no earlier than 21 days prior to insertion date, and no later than 10 days prior to insertion date.

Insert Deadlines – Miami Herald Values

Must be confirmed with your Miami Herald advertising representative. Materials: Should be provided on diskette three weeks prior to insertion date.

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Classified Deadlines

Publication Day	Classified Liners		Classified Display with Proof		Classified Display Space Deadline	
	Day	Time	Day	Time	Day	Time
Monday	Friday	5:30 p.m.	Wednesday	5:30 p.m.	Friday	5:30 p.m.
Monday Commercial Prop/Investments	Thursday	3:00 p.m.	Tuesday	5:30 p.m.	Thursday	3:00 p.m.
Tuesday	Monday	3:00 p.m.	Thursday	5:30 p.m.	Friday	5:30 p.m.
Wednesday	Tuesday	3:00 p.m.	Friday	5:30 p.m.	Monday	3:00 p.m.
Thursday	Wednesday	3:00 p.m.	Monday	5:30 p.m.	Tuesday	3:00 p.m.
Friday	Thursday	3:00 p.m.	Monday	5:30 p.m.	Wednesday	3:00 p.m.
Saturday	Thursday	5:30 p.m.	Tuesday	5:30 p.m.	Thursday	5:30 p.m.
Saturday Real Estate	Thursday	12 noon	Friday	5:00 p.m.	Thursday	12 noon
Sunday	Friday	5:30 p.m.	Wednesday	5:30 p.m.	Friday	5:30 p.m.
Sunday Business Opportunity	Thursday	3:00 p.m.	Tuesday	5:30 p.m.	Thursday	3:00 p.m.
Sunday Real Estate Classified	Friday	12 noon	Monday	5:00 p.m.	Friday	noon

Contact Information

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

Advertising Main Office.....800.766.2820

Email.....adinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.

All rates current at time of publication.