

Advertising that STICKS!

Herald Notes - a premium position on the front page of The Miami Herald or El Nuevo Herald.

Herald Notes | National Rates

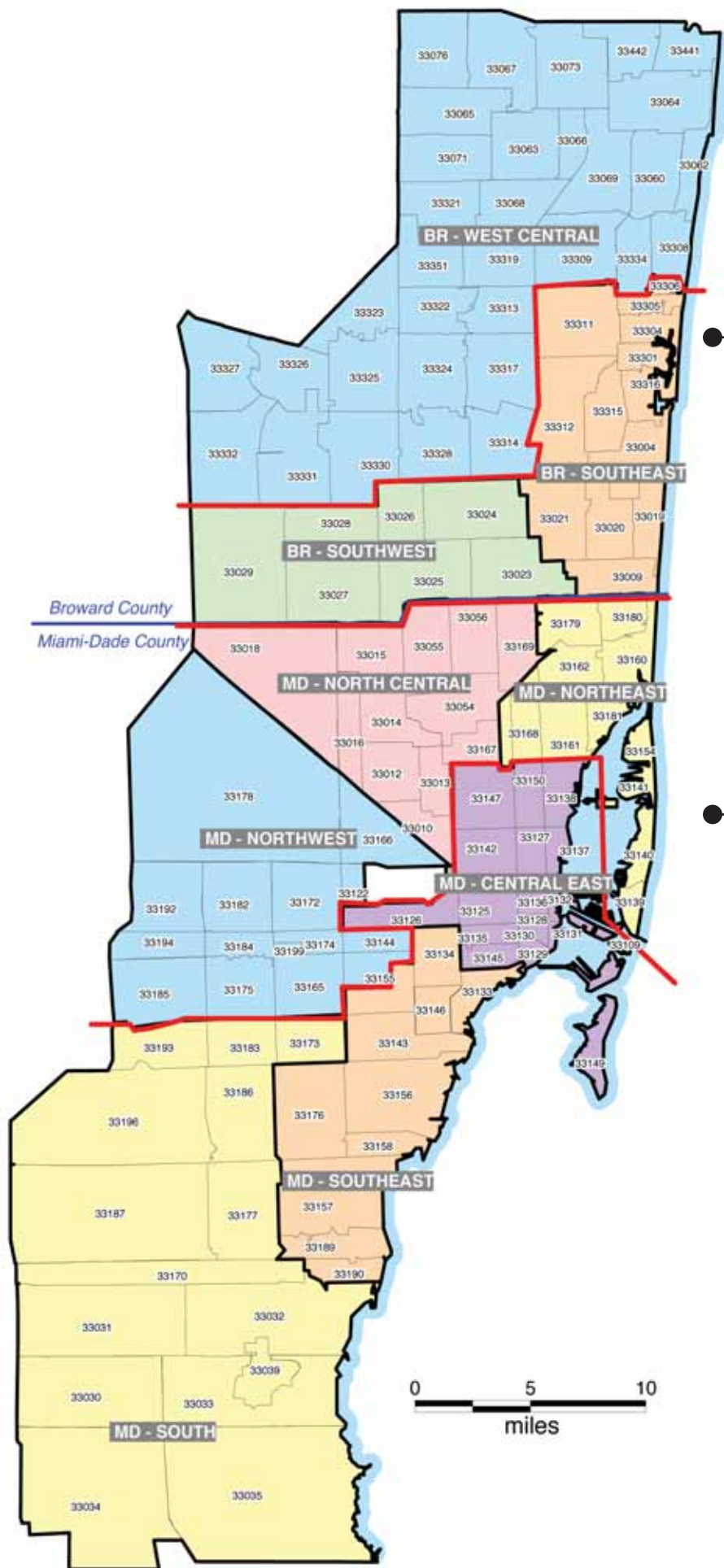


Self-stick message on the front page of the newspaper (or on selected sections and days)

Available any day of the week

Choose full-run or zoned

Herald Notes ZONES



Broward County

The Miami Herald Zip Code Clusters

- SOUTHEAST
- SOUTHWEST
- WEST CENTRAL

Miami-Dade County

The Miami Herald Zip Code Clusters

- NORTHEAST
- NORTH CENTRAL
- NORTHWEST
- CENTRAL EAST
- SOUTHEAST
- SOUTH

El Nuevo Herald zoned by North & South Dade and Broward counties

Don't get shut out. Reserve your date today.

Contact your Miami Herald representative or Silvia Schencker

Miami-Dade: 305-376-2708

Broward: 954-764-7026, ext. 2708

E-mail: sschencker@MiamiHerald.com



Make your message highly visible. Increase brand awareness or promote:

- Grand openings
- Online promotions
- Contests and games
- Special offers
- Coupons
- Announcements
- Special events
- Schedules
- Holiday sales
- Mini-catalogs
- Membership programs
- Affinity and rewards programs
- Preprints
- ROP programs
- **Almost anything you want to tell your customers!**

Available Section Fronts

The Miami Herald

Main	Daily (broadsheet) (7 days)
Business Monday	Monday (tab)
Weekend	Friday (tab)
Tropical Life	Saturday (broadsheet)

El Nuevo Herald

Main	Daily (broadsheet)
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Conditions

Herald Notes require a signed contract and are subject to all MHMC advertising terms and conditions.

White background for 3" x 3" notes is available at no additional cost.

Minimums - The Miami Herald
 Monday, Tuesday and Wednesday: 25k
 Thursday, Friday and Saturday: 50k
 Sunday: 100k

The Miami Herald Single Copy and Section Fronts available in four zones:
 • Miami-Dade North • Miami-Dade South
 • Broward North • Broward South

El Nuevo Herald Main available by zone.

Minimums - El Nuevo Herald
 Monday through Saturday: 25k
 Sunday: 50k

Zip code zoning available for an additional \$5 cpm.

25% OFF LISTED RATES FOR SECTION FRONTS AND DELIVER-ONLY,* AND FOR PICK-UP ON THE SAME DAY INTO EL NUEVO HERALD.

*For Deliver-Only Herald Notes, consult your sales representative for exact specifications.

3" x 3"

VOLUME	1 Color	2 Colors	3 Colors	4 Colors or 4 Process (CMYK)
OPEN RATE				
25	\$75.00	\$80.00	\$83.75	\$88.75
50	68.75	73.75	77.50	82.50
100	67.50	71.25	75.00	80.00
200	66.25	68.75	72.50	77.50
300	62.50	66.25	68.75	73.75
4 TIMES				
25	\$67.50	\$72.50	\$76.25	\$81.25
50	60.00	66.25	70.00	75.00
100	58.75	62.50	67.50	72.50
200	57.50	60.00	63.75	70.00
300	55.00	57.50	60.00	66.25
12 TIMES				
25	\$58.75	\$63.75	\$68.75	\$73.75
50	52.50	57.50	61.25	67.50
100	51.25	55.00	58.75	63.75
200	50.00	52.50	56.25	61.25
300	47.50	50.00	52.50	57.50

3" x 3" METALIZED

VOLUME	1 Color	2 Colors	3 Colors	4 Colors or 4 Process (CMYK)
OPEN RATE				
25	\$103.75	\$106.25	\$110.00	\$115.00
50	97.50	100.00	103.75	108.75
100	95.00	97.50	100.00	105.00
200	90.00	93.75	96.25	101.25
300	86.25	88.75	92.50	97.50
4 TIMES				
25	\$96.25	\$98.75	\$102.50	\$107.50
50	88.75	92.50	96.25	101.25
100	86.25	88.75	92.50	97.50
200	82.50	85.00	87.50	93.75
300	78.75	81.25	83.75	88.75
12 TIMES				
25	\$87.50	\$90.00	\$95.00	\$100.00
50	81.25	83.75	87.50	93.75
100	78.75	81.25	83.75	88.75
200	75.00	77.50	80.00	85.00
300	71.25	73.75	76.25	81.25

3" x 3" DIE-CUTS

VOLUME	1 Color	2 Colors	3 Colors	4 Colors or 4 Process (CMYK)
OPEN RATE				
25	\$85.00	\$88.75	\$93.75	\$98.75
50	78.75	82.50	86.25	92.50
100	76.25	78.75	83.75	88.75
200	72.50	75.00	80.00	85.00
300	70.00	72.50	76.25	81.25
4 TIMES				
25	\$77.50	\$81.25	\$85.00	\$90.00
50	71.25	75.00	78.75	83.75
100	68.75	71.25	76.25	81.25
200	63.75	67.50	72.50	77.50
300	61.25	63.75	68.75	73.75
12 TIMES				
25	\$70.00	\$73.75	\$77.50	\$82.50
50	62.50	67.50	71.25	76.25
100	60.00	62.50	68.75	73.75
200	56.25	58.75	63.75	70.00
300	53.75	56.25	60.00	66.25

3" x 3" 80# COUPON

VOLUME	1 Color	1/1 or 2/0 2 Colors	3/0 or 2/3 Colors	4 Colors - 4/0, 2/2, 3/1 or 4 Process (CMYK) 4/1, 4/2, 5/0, 5/1, 6/0
OPEN RATE				
25	\$86.25	\$92.50	\$96.25	\$100.00
50	80.00	85.00	88.75	93.75
100	77.50	82.50	86.25	88.75
200	75.00	80.00	83.75	86.25
300	72.50	75.00	80.00	82.50
4 TIMES				
25	\$78.75	\$83.75	\$87.50	\$92.50
50	72.50	77.50	81.25	85.00
100	70.00	75.00	78.75	81.25
200	67.50	72.50	76.25	78.75
300	63.75	67.50	72.50	75.00
12 TIMES				
25	\$71.25	\$76.25	\$80.00	\$83.75
50	63.75	70.00	73.75	77.50
100	61.25	67.50	71.25	73.75
200	58.75	63.75	68.75	71.25
300	56.25	58.75	63.75	67.50

9.0625" x 3" 8-PANEL POWER BOOKLET

VOLUME	4 Process (CMYK)	4 TIMES	12 TIMES
OPEN RATE			
25	\$130.00	\$121.25	\$112.50
50	123.75	115.00	106.25
100	117.50	108.75	101.25
200	111.25	103.75	96.25
300	103.75	96.25	88.75

SAMPLE: 3" x 3", 80# Coupon, perforated, two-sided, 4 Colors/1 Color



SAMPLE: 3" x 3", DIE-CUT, 2 Colors



SAMPLE: 9.0625" x 3" folded to 2.3125" x 3", 8-PANEL, 4 Colors



SAMPLE: 3" x 3", 2 Colors



SAMPLE: 3" x 3", 4 Colors

