

# Advertising that STICKS!

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

## HeraldNotes | Retail Rates

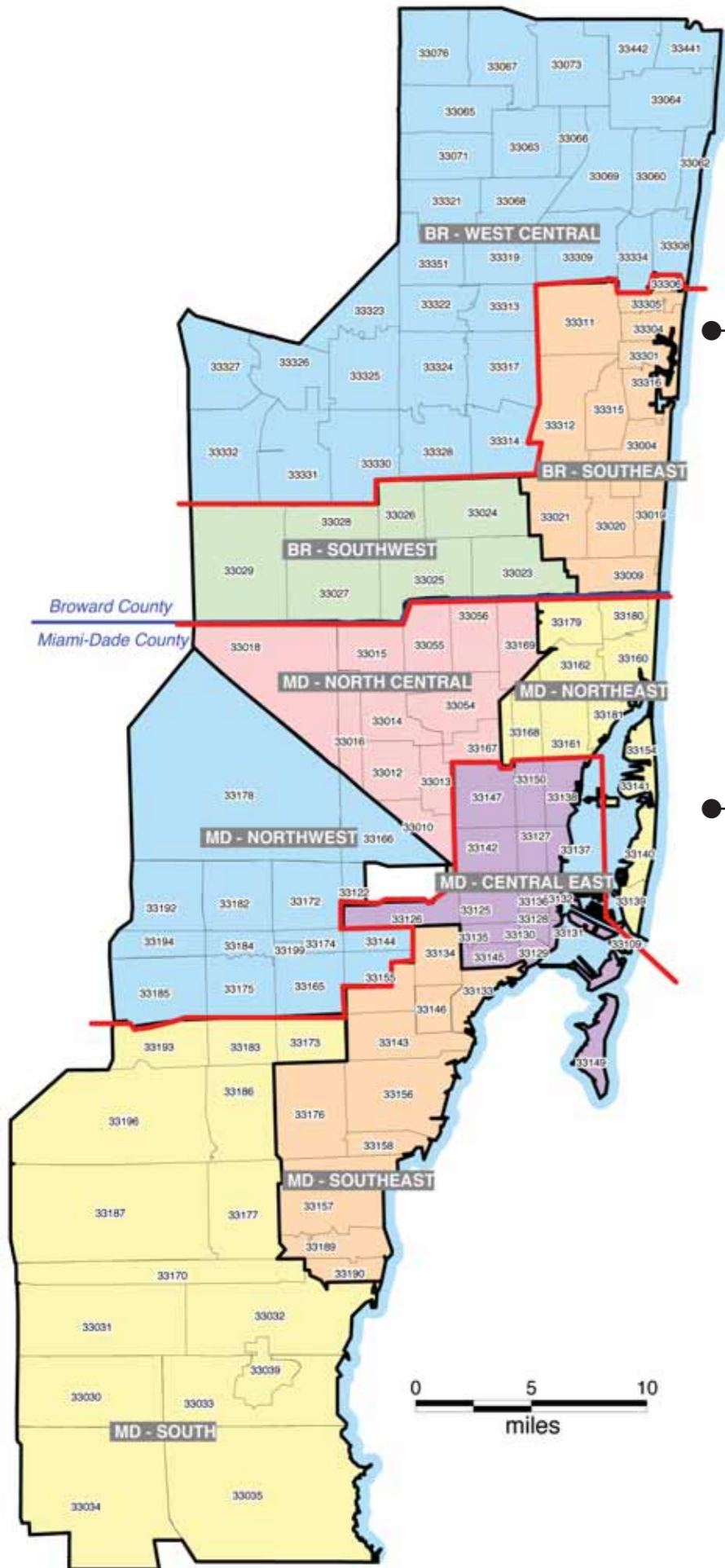


■ Self-stick message on the front page of the newspaper (or on selected sections and days)

■ Available any day of the week

■ Choose full-run or zoned

## HeraldNotes 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

HDTM509

**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](mailto: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)
------	--------------------

### 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)
<b>OPEN RATE</b>				
25	\$60.00	\$64.00	\$67.00	\$71.00
50	55.00	59.00	62.00	66.00
100	54.00	57.00	60.00	64.00
200	53.00	55.00	58.00	62.00
300	50.00	53.00	55.00	59.00
<b>4 TIMES</b>				
25	\$54.00	\$58.00	\$61.00	\$65.00
50	48.00	53.00	56.00	60.00
100	47.00	50.00	54.00	58.00
200	46.00	48.00	51.00	56.00
300	44.00	46.00	48.00	53.00
<b>12 TIMES</b>				
25	\$47.00	\$51.00	\$55.00	\$59.00
50	42.00	46.00	49.00	54.00
100	41.00	44.00	47.00	51.00
200	40.00	42.00	45.00	49.00
300	38.00	40.00	42.00	46.00

### 3" x 3" METALIZED

VOLUME	1 Color	2 Colors	3 Colors	4 Colors or 4 Process (CMYK)
<b>OPEN RATE</b>				
25	\$83.00	\$85.00	\$88.00	\$92.00
50	78.00	80.00	83.00	87.00
100	76.00	78.00	80.00	84.00
200	72.00	75.00	77.00	81.00
300	69.00	71.00	74.00	78.00
<b>4 TIMES</b>				
25	\$77.00	\$79.00	\$82.00	\$86.00
50	71.00	74.00	77.00	81.00
100	69.00	71.00	74.00	78.00
200	66.00	68.00	70.00	75.00
300	63.00	65.00	67.00	71.00
<b>12 TIMES</b>				
25	\$70.00	\$72.00	\$76.00	\$80.00
50	65.00	67.00	70.00	75.00
100	63.00	65.00	67.00	71.00
200	60.00	62.00	64.00	68.00
300	57.00	59.00	61.00	65.00

### 3" x 3" DIE-CUTS

VOLUME	1 Color	2 Colors	3 Colors	4 Colors or 4 Process (CMYK)
<b>OPEN RATE</b>				
25	\$68.00	\$71.00	\$75.00	\$79.00
50	63.00	66.00	69.00	74.00
100	61.00	63.00	67.00	71.00
200	58.00	60.00	64.00	68.00
300	56.00	58.00	61.00	65.00
<b>4 TIMES</b>				
25	\$62.00	\$65.00	\$68.00	\$72.00
50	57.00	60.00	63.00	67.00
100	55.00	57.00	61.00	65.00
200	51.00	54.00	58.00	62.00
300	49.00	51.00	55.00	59.00
<b>12 TIMES</b>				
25	\$56.00	\$59.00	\$62.00	\$66.00
50	50.00	54.00	57.00	61.00
100	48.00	50.00	55.00	59.00
200	45.00	47.00	51.00	56.00
300	43.00	45.00	48.00	53.00

### 3" x 3" 80# COUPON

VOLUME	1 Color	1/1 or 2/0 2 Colors	3/0 or 2/1 3 Colors	4 Colors - 4/0, 2/2, 3/1 or 4 Process (CMYK) 4/1, 4/2, 5/0, 5/1, 6/0
<b>OPEN RATE</b>				
25	\$69.00	\$74.00	\$70.00	\$80.00
50	64.00	68.00	71.00	75.00
100	62.00	66.00	69.00	71.00
200	60.00	64.00	67.00	69.00
300	58.00	60.00	64.00	66.00
<b>4 TIMES</b>				
25	\$63.00	\$67.00	\$70.00	\$74.00
50	58.00	62.00	65.00	68.00
100	56.00	60.00	63.00	65.00
200	54.00	58.00	61.00	63.00
300	51.00	54.00	58.00	60.00
<b>12 TIMES</b>				
25	\$57.00	\$61.00	\$64.00	\$67.00
50	51.00	56.00	59.00	62.00
100	49.00	54.00	57.00	59.00
200	47.00	51.00	55.00	57.00
300	45.00	47.00	51.00	54.00

### 9.0625" x 3" 8-PANEL POWER BOOKLET

VOLUME	4 Process (CMYK)	4 TIMES	12 TIMES
<b>OPEN RATE</b>			
25	\$104.00	\$97.00	\$90.00
50	99.00	92.00	85.00
100	94.00	87.00	81.00
200	89.00	83.00	77.00
300	83.00	77.00	71.00

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

