

2011 General Advertising Rates

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

2011 NI

Contract Size	The Miami Herald/ El Nuevo Herald		The Miami Herald			El Nuevo Herald		El Nuevo Herald Pick-up	
	Daily	Sunday	Daily	Sunday	Bus Monday/ Weekend	Daily	Sunday	Daily	Sunday
Open rate	\$388.00	\$534.00	\$283.00	\$406.00	\$325.00	\$115.00	\$138.00	\$105.00	\$128.00
31.5	337.00	456.00	234.00	335.00	269.00	113.00	135.00	103.00	121.00
63	329.00	449.00	228.00	330.00	263.00	111.00	132.00	101.00	119.00
126	325.00	440.00	226.00	322.00	259.00	109.00	128.00	99.00	118.00
250	321.00	435.00	222.00	318.00	255.00	107.00	127.00	99.00	117.00
500	316.00	427.00	220.00	315.00	252.00	107.00	126.00	96.00	112.00
750	304.00	415.00	214.00	309.00	246.00	99.00	117.00	90.00	106.00
1200	300.00	410.00	213.00	306.00	245.00	98.00	112.00	87.00	104.00
1600	297.00	406.00	211.00	304.00	242.00	94.00	112.00	86.00	102.00
3510	289.00	399.00	206.00	297.00	236.00	92.00	110.00	83.00	102.00
5265	285.00	387.00	203.00	292.00	233.00	89.00	104.00	82.00	95.00
6500	281.00	382.00	203.00	290.00	233.00	86.00	101.00	78.00	92.00
7020	274.00	373.00	196.00	282.00	225.00	84.00	97.00	78.00	91.00

*All rates are per column inch

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.

Page 2A The Miami Herald

A fixed 2 col. x 7" space on page 2 is available every day.

Daily \$40.00/inch

Sunday 51.00/inch

Position premiums are in addition to the display rates and are subject to space availability.

El Nuevo Herald

El Nuevo Herald is a Spanish-language newspaper published seven days a week. Free translation is available up to 24 hours prior to regular deadline. Translated ads must be the same size or larger and contain the same copypoints and be based on a 6 col. x 21" page size.

Page 2A – El Nuevo Herald

A fixed 6 col. x 1.5" space on page 2 of Section A is available every day. Rates are equal to advertiser's achieved contract level rate plus a 25% premium per insertion.

Page 3A – El Nuevo Herald

A fixed 2 col. x 7" space on page 3 of Section A is available every day for a premium of \$7.00 per column inch, regardless of frequency.

Repeat Rate Program

The Miami Herald or El Nuevo Herald

- First ad is charged FULL RATE.
- Second ad receives 30% DISCOUNT (Must run within 7 days, unchanged.)
- Third or more ads receive 50% DISCOUNT. (Must run within same 7 days, unchanged.)
- All Sunday ads are FULL RATE.
- DISCOUNTS APPLY to all National rates.
- The Miami Herald/El Nuevo Herald Combo rates and Viernes DO NOT APPLY.
- Repeat ads must be ordered at the same time TO RECEIVE REPEAT DISCOUNT.
- REPEAT RATES APPLY ONLY to the cost of space, not to color costs or premiums.

REQUIREMENTS

- All rates are gross.
- All rates include El Nuevo Herald.
- CPM plan rates apply to all days and all products including el Nuevo Herald.
- For all advertising agencies recognized by The Miami Herald and El Nuevo Herald, a 15% commission will apply to all National space and color rates.
- Repeat rates do not apply.
- Rates apply to all National advertisers.

Movie Ad Rates

	Daily	Sunday
The Miami Herald/El Nuevo Herald Combo	\$254.00	\$334.00
The Miami Herald	185.00	260.00
El Nuevo Herald	81.00	93.00
Weekend/Viernes Combo	239.00	

These rates are commissionable to recognized agencies. Rates are per column inch. Daily el Nuevo Herald rate includes Viernes, the weekend entertainment section published Fridays.

Movie Color Rates

	Full Color
The Miami Herald Daily	\$3,480.00
The Miami Herald Sunday	3,815.00
El Nuevo Herald Daily	1,205.00
El Nuevo Herald Sunday	1,351.00
Viernes	1,286.00

Yes Rates

General	Full Page	Half Page	1/4 Page
12-time	\$1,550.00	\$815.00	\$425.00
26-time	\$1,320.00	\$695.00	\$365.00
52-time	\$925.00	\$485.00	\$255.00

Business Monday

Distributed in The Miami Herald on Monday, this business and personal finance tabloid is the ideal publication to reach upscale professionals, investors and executives.

Weekend

Distributed in The Miami Herald every Friday, this is a lively, provocative and feature-packed tabloid guide to what's happening in South Florida: things to do, movies, nightlife, performing arts and listings.

Viernes

Viernes is the popular Spanish-language entertainment magazine published by el Nuevo Herald for young Hispanics, with features on music, nightclubs, movies, videos, celebrities and more. Distributed with Friday's el Nuevo Herald, Viernes has become the number one source of entertainment information in Spanish with further reach, broader coverage and higher circulation than any other Spanish-language entertainment publication in South Florida.

Viernes Rates

Full Page	\$4,126.00
Pick-up (PCI)	101.00
Open Rate (PCI)	\$133.00
13X (PCI)	58.00
26X (PCI)	53.00

Special Section Rates

Throughout the year, The Miami Herald and el Nuevo Herald publish special sections targeting a wide variety of reader interests. For information about upcoming sections, please contact your advertising representative.

Contact Information

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

Display Advertising Main Office.....800-766-2820
Emailadinfo@miamiherald.com

Be sure to visit MiamiHeraldAdvertising.com.
All rates current at time of publication.

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 flat 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 may be purchased separately or in tandem with other MHMC products.